



**BUILDING MOMENTUM  
SUSTAINING SUCCESS  
REACHING FOR NEW HEIGHTS**

---

**The Optical Media Board  
2019 Annual Report**



# Message from the President of the Republic of the Philippines

---



## MESSAGE

My warmest greetings to the Optical Media Board (OMB) as it publishes its 2019 Annual Report.

I acknowledge the consistent efforts of OMB in upholding and protecting intellectual property rights of original contents stored in optical media. Your important work is a great service to the nation in its rapidly evolving digital age, especially when piracy has become rampant, to the detriment of the entertainment, software and electronics industry, among others.

As you chronicle your milestones and policy directions in this publication, I trust that you will promote greater public participation in our anti-piracy campaigns throughout the country. The task of monitoring compliance with the Optical Media Act, as well as fostering a culture of honesty, integrity and equity, are better achieved if all Filipinos will understand their importance.

Together let us work to create a society where every Filipino has a fair chance of succeeding in life, and no one is left behind on our path to progress.

I wish you success in all your endeavors.

A handwritten signature in black ink, appearing to read "Rodrigo Roa Duterte".

**RODRIGO ROA DUTERTE**

MANILA  
March 2020





# Message from the Vice President of the Republic of the Philippines

---



## M E S S A G E

Greetings of peace and solidarity to the Optical Media Board.

Industry 4.0 has ushered us towards efforts that enable and empower industries to cope with the fast-paced technology. However, together with its developments, we are also faced with the challenges it brings including crimes trample on the rights of creators and inventors alike. That is why we are grateful for the dedicated work of the Optical Media Board in its advocacy to fight piracy and promote intellectual property rights.

"Building Momentum, Sustaining Success, Reaching for New Heights" is proof positive of the Optical Media Board's continuous commitment to efficiently and successfully protect the rights of our people most especially those in the entertainment industry. I hope that you continue to serve our kababayans especially in these challenging times. Let your 2019 accomplishments be a constant reminder that there is always more work to be done and more lives to touch: most especially our artists, musicians, and all those involved in mass media entertainment whose source of income has been gravely affected by this pandemic. Again, congratulations for a successful year. Mabuhay po kayong lahat.

A handwritten signature in black ink, appearing to read "Leni Robredo".

LENI ROBREDO

## Message from the Executive Secretary

---



### MESSAGE

Congratulations to the Optical Media Board (OMB) as it publishes its 2019 Annual Report entitled "Building Momentum, Sustaining Success, Reaching for New Heights".

Republic Act No. 9239, or the Optical Media Act of 2004, was enacted more than fifteen years ago with the aim of protecting intellectual property rights through regulation of optical media. Since then, and as will be highlighted in this year's Report, the OMB has been at the forefront of the government's campaign against optical media-related piracy. True to its commitment to reach new heights, I am eager to see the OMB continue to rise to the challenge, to grow and change in order to address new issues brought about by the advent of increasingly modern technology.

I wish the Optical Media Board all the best.

A handwritten signature in blue ink, appearing to read "S. Medialdea", is written over a white rectangular background.

**SALVADOR MEDIALDEA**

Executive Secretary





## Message from the Department of Trade and Industry

### MESSAGE

Let me offer my congratulations to the Optical Media Board (OMB) as it publishes its 2019 Annual Report signaling a productive year of providing exemplary services to the Filipino people.

The digital age has opened the world to a network of new opportunities and risks. That is why the OMB, with its policy to ensure the protection and promotion of Intellectual Property Rights (IPR), stands as a pillar of the government's commitment to address the dangers of piracy in the digital space.

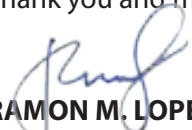
As the Philippine economy enters a transformative era, it is imperative that we provide an environment in which everyone benefits from creativity and innovation. This not only sustains a culture of excellence but also ensures partnerships between the public and private sector, especially since IP is a tool for economic and socio-cultural development.

That is why the Department of Trade and Industry supports proposed amendments to the current IP Code to strengthen the safeguards of the rights of IP owners. What's more, the proposed New Intellectual Property Act aims to create a more robust, effective, modern, and forward-looking IP system. As one of the priority legislative measures of DTI for the 18th Congress, this law will strengthen IPR enforcement in the country, especially as we push to keep up with the Fourth Industrial Revolution (4IR) or Industry 4.0.

With 4IR, technology has equipped counterfeiters, pirates, and infringers with tools to ply their illicit activities. Hence, there is a need to respond to this challenge by adopting measures specifically designed to combat infringement and piracy in the digital environment.

I therefore urge OMB to remain steadfast and unrelenting in delivering game-changing strategies towards an economy that is free from optical media piracy to ensure a level playing field for all legitimate stakeholders. This will also enable our people to fully create and innovate, which would help realize the vision of President Rodrigo Roa Duterte of an inclusive and more prosperous nation.

Thank you and mabuhay!



**RAMON M. LOPEZ**  
Secretary



# Message from the Department of the Interior And Local Government

---

## MESSAGE

Warmest greetings and congratulations to the Optical Media Board for the successful publication of the 2019 OMB Annual Report.

This report reflects the accomplishments of your organization, especially in achieving the feat of collecting the highest amount of revenues since the creation of the Board and the highest amount of fines and penalties since 2005.

I am also glad to know of your record-high number of licenses and permits. The small number devices also indicates that there are now of seized optical media products and media storage devices also indicates that there are now much less of such devices and products on the market.

The Department of the Interior and Local Government is one with local and foreign media practitioners and artists who owe your agency a continued debt of gratitude for protecting their work from pirates and ensuring that royalties and profits reach the copyright owners.

The protection of copyrights has encouraged them to produce more and superior optical media products because they know that credit will be given where credit is due.

I also congratulate you for your successful 2nd Anti-Media Piracy Summit, which enlisted the participation of consumers in upholding the copyright law. Your strategy in engaging law students in your anti-piracy campaign through the 1st Great IP Debate is commendable, since the youth constitute a great part of optical media patrons.

Rest assured of the support of the DILG in all your worthy endeavors. I hope your banner year will spill over into 2020 and in the coming years.

Again, congratulations! Mabuhay po kayo!



**EDUARDO M. AÑO**  
Secretary





# Message from the Intellectual Property Office of the Philippines

## MESSAGE

The Intellectual Property Office of the Philippines applauds the OMB for its achievements in 2019. The agency once again proved its unwavering commitment to fulfill its mandate as expressed in its authorities which in general is aligned with the mandate of the NCIPR to curb piracy.

Since its creation in 2003, OMB has been alongside IPOPHL, and eventually the NCIPR, in the general crusade against piracy. The beginnings of our deep collaboration was important at a time when people either do not yet have a full grasp on or were not yet convinced of the perils piracy brings to an economy and to a culture.

Over the past few years, however, the Philippines' copyright-based industries have been gaining appreciation over the creative works they churn out, works that enrich souls, bolster economic growth, and preserve cultures.

With this increasing importance of copyright-based industries in the local scene, going after piracy syndicates is made more challenging and urgent than ever.

In 2020, we wish to continue strengthening the IPOPHL-OMB partnership, and the overall NCIPR network of which IPOPHL is vice-chair and OMB is a dedicated member. We look forward to seeing OMB go through a more action-packed year with more operations and more fruitful investigations toward both administrative and criminal prosecutions against the potential robbers of the country's vibrant creative system.

God bless and more power to OMB!



**ROWEL BARBA**  
Director General



# Message from the Department of Finance

---

## MESSAGE

In this age of globalization and rapid technological change, creative products are often prey to a modern version of piracy: the illicit reproduction of content. In the specific area of optical media, where technological change is most rapid, it is the Optical Media Board (OMB) that our artists and content creators rely on for protection. Institutions like the OMB protect intellectual property and ensure that artists receive just rewards for their creative contributions.

Through the various tools for regulating the public and commercial use of optical media, the OMB helps guard against intellectual piracy. Among these tools are the issuance of licenses and permits, continuing engagement with the public, and constant surveillance of media exhibitions.

Protecting the creative industry is essential to its continued success and development. As we look to this industry as a potential driver of economic growth, we count on the OMB to fulfill its crucial mandate.

Through the OMB's steadfast campaigns and innovative enforcement measures, we are confident that the agency can effectively respond to the evolving challenges of securing intellectual property rights.

  
**CARLOS G. DOMINGUEZ**  
Secretary of Finance  
April 25, 2020





## Message from Board Member Representing Consumer Organizations

---

### MESSAGE

At this moment of celebration, I would like to express my sincere gratitude to everyone who's dedication and efforts contributed in sustaining the success of the Optical Media Board (OMB). I wish to congratulate the Optical Media Board for its excellent implementation of its mandate in 2019.

As our mission focuses on "Building Momentum, Sustaining Success and Reaching for New Heights" we have achieved 38.57% increase in licenses and 10.01% increase in permits and further as evidenced by the significant reduction of the number of seized optical media products from 2,015,567 for 2018 to 808,967 for 2019. The aforementioned data shows that you have effectively regulated the mastering, manufacturing, replication, importation and exportation, distribution and sale of optical and magnetic media.

You have worked hard nights and days to achieve our commitment in protecting our stakeholders from all adverse effects of digital piracy and with these I believe you are all worthy of praise.

On this note, I would like to say that I am confident that through your efforts and commitment we will be able to achieve more and continuously develop a stronger OMB.

Thank you,

A handwritten signature in black ink, reading "Cristina A. Isip".

CRISTINA A. ISIP



## Message from Board Member Representing Industry Relying on IP

### MESSAGE

**It can be argued that seeking a higher position to serve our country is to be patriotic. But the opposite is equally true, because a person who belongs to a private sector that is truly willing to sacrifice for our country and support the government in all their programs indeed is also patriotic. It really depends on who defines patriotism.**

It takes a fine mind to seek a higher position and fight for what one considers patriotic, but it takes an even finer mind to make a sacrifice for the good of the majority of souls.

Competent proof gives us an understanding that patriotism is to put country above self. That would not only be patriotic but also heroic.

When we think of the people in our life, there are many that we should consider to be "Heroes."

They are the people who have inspired us, helped us grow, and who have provided us with the tools that contributed a lot to shape our country in reaching its highest goals and potential.

Some of them we admired from a distance, or have read their stories, and learned from their experiences.

As mentioned In the 1987 Constitution

#### ACCOUNTABILITY OF PUBLIC OFFICERS

##### Article XI, SECTION 1

*It says that public officials and employees should have many good qualities like justice, and, of course, "patriotism" is one them.*

The idea of sacrificing one's interest for the good of the country was best exemplified by our heroes before and our President today PRRD. His decision in fighting, minimising and effectively checking against the rampant criminality, drugs, graft, and corruption in and out of the government that spout billions of our country's money down the drain, and getting rid of the narco politics is equivalent in taking a bullet for his nation.

In my book knowing how to lose is more tougher than knowing how to win.

In the final analysis, Love for country, Sacrifice, and perhaps as what was mentioned in our "Preamble," imploring the aid of Almighty God, in order to build a just and humane society is the still best solution in leading an office, and leading a nation towards a better life.

Thank you.

**DIRECTOR JOSE ROMMEL D. MANHILOT**





## Message from the Chair and Chief Executive Officer

---

### MESSAGE

"And so our mission continues, to build momentum, sustain success, and reach for new heights."

It is my great pleasure to present to you the Optical Media Board 2019 Annual Report. This report puts forth a comprehensive review of the agency's performance over the last year, looking back at a productive year in which we strove to provide exemplary service to the Filipino people while also working with our stakeholders and partners to help us entrench development policies that address the issues the agency faced in light of the fast advancements in technology. 2019 was a year of strategic and operational progress for OMB.

**We have also invested significantly in our workforce, implementing an extensive training needs analysis system to identify the training and learning intervention programs needed by OMB personnel contributing towards a good overall performance.**

Ultimately, all our efforts are directed towards ensuring that our stakeholders are protected from the adverse effects of both physical and digital piracy. I believe that in 2019, we have substantially assessed how we are fulfilling our mission in the light of the new challenges in technology and worked our way to accomplishing remarkable achievements. We have, of course, been challenged in some areas, but the aspirations and actions set in motion in 2019 reflected the resilience of our workforce and efficiency of our new strategies yielding results above target level.

Steadfast and unrelenting, we continue our mission this 2020.

OMB strongly commits to deliver game-changing strategies as we continue to build momentum, sustain success, and reach for new heights.

A handwritten signature in dark ink, appearing to read 'Anselmo B. Adriano', written in a cursive style.

**ATTY. ANSELMO B. ADRIANO**

## Message from the Executive Director

---

### MESSAGE

The Optical Media Board enjoyed another successful year in 2019.

While our core focus remains unchanged, we acknowledge the flexibility of the agency in addressing the complexities of the discovery and development of new technologies enabling media piracy.

Over the past year, OMB worked hard in delivering its commitments and objectives, meticulously identifying and implementing strategies and tactics, which paved the way for the agency to enter 2020 in a strong position.

We continue to evaluate and re-evaluate what we do, how we do those things, and why we do them. We ensure that we are responsive to the needs and expectations of our country, not only in the fight against piracy but also in the promotion and advancement of the highest ethical and professional standards in public service. We place great significance in good governance practice, including consistent and transparent communication with our stakeholders. We maintained strong client satisfaction levels across all of our lines of business transactions.

We are very pleased with how our agency performed and I would like to thank our employees, partners, clients and stakeholders for another successful year in 2019.

We do take pride in who we are and what we do. We are making an impact and together we will persist to continue this momentum for a more resilient and piracy-free Philippines.



ATTY. VICTOR LUIS Q. PADILLA II





# **BUILDING MOMENTUM SUSTAINING SUCCESS REACHING FOR NEW HEIGHTS**

**The Optical Media Board  
2019 Accomplishment Report**







# Table of Contents

1	Agency Overview
3	Executive Office
25	Registration and Licensing Division
27	Administrative and Finance Division
43	Legal Division
46	Enforcement and Investigation Division



## **OPTICAL MEDIA BOARD**

### **QUALITY POLICY STATEMENT**

We, the Optical Media Board (OMB), are committed to provide quality service and to work hand-in-hand with our stakeholders to ensure the regulation and promotion of intellectual property rights.

Pursuant to this thrust, we shall:

- Properly regulate the manufacturing, mastering, replicating, importing, and exporting of optical or magnetic media and other storage devices;
- Constantly enhance and instill high ethical standards in our organization to efficiently and effectively deliver service with utmost professionalism; and
- Adhere to statutory and regulatory requirements, and continuously improve our Quality Management System and all processes to guarantee our agency's alignment with national and international standards.

**Atty. ANSELMO B. ADRIANO**  
Chairman and CEO

# AGENCY OVERVIEW

The Optical Media Board (OMB), under the direct supervision of the Office of the President, was created pursuant to Republic Act (R.A.) No. 9239 known as the Optical Media Act of 2003.

The act is governed by laws established to regulate the mastering, manufacturing, replication, importation and exportation, distribution and sale of optical and magnetic media, and other media storage devices.

The coverage of authority is the entire territory of the Republic of the Philippines including the economic zones as defined both under R.A. Nos. 9239 and 7916.

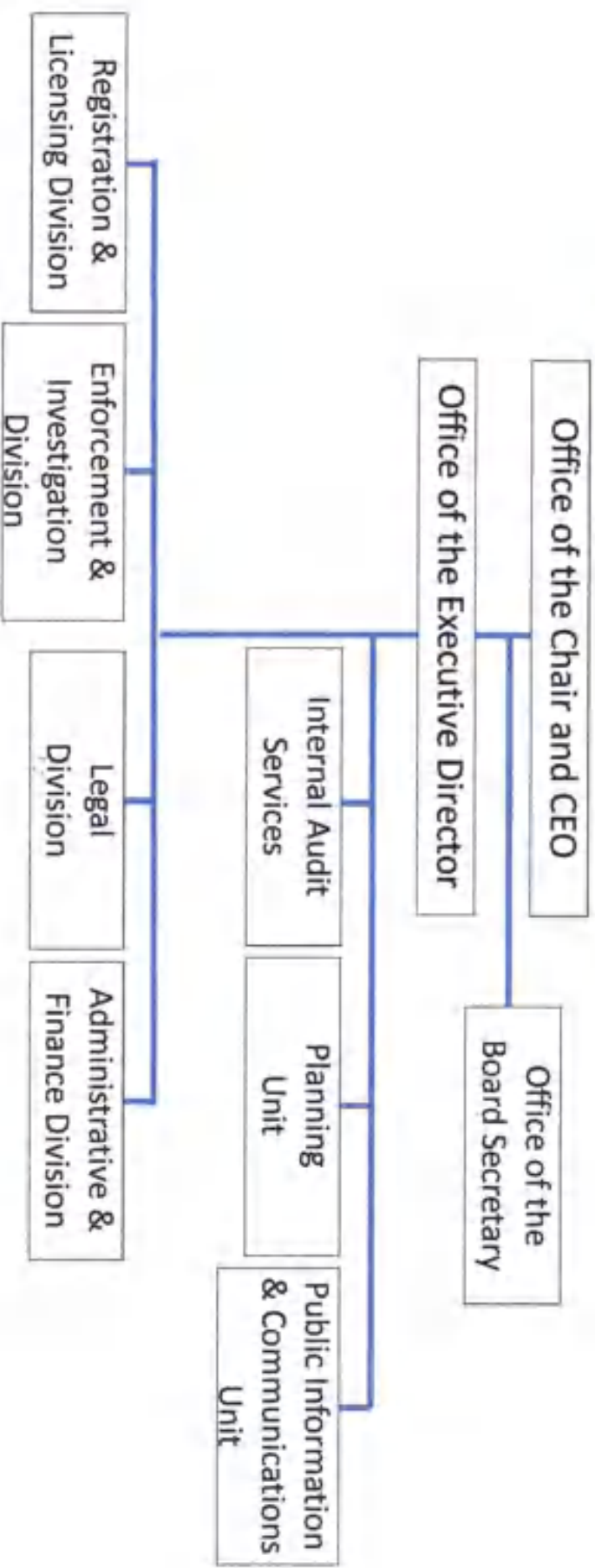
In line with this mandate as one of the anti-piracy agencies in the Philippines, the OMB performs regulatory functions through the exercise of its enforcement and quasi-judicial powers that facilitate the apprehension and eventual prosecution of violators of RA 9239.

**The policy of Optical Media Board is to ensure the protection and promotion of intellectual property rights.**





## OPTICAL MEDIA BOARD Organizational Chart



Approved by:

**Atty. VICTOR LUIS Q. PADILLA II**  
Executive Director



# EXECUTIVE OFFICE

## Public Information and Communications Unit

The Public Information and Communications Unit (PICU) of the Optical Media Board is responsible for the development and dissemination of information, documents and other materials for the consumption of government agencies, private sector, educational institutions and media networks. The primary objective of PICU is the implementation of the agency's Information and Communications Plan, which is anchored on the agency's anti-piracy campaigns.

### #OMBeOriginal

PICU continues to implement its campaign launched in 2016, the #OMBeOriginal Campaign. This campaign was created to ignite interest and participation from the media and the public, especially the youth in the anti-piracy campaign of OMB. It also aims to forge partnerships with both local and international Intellectual Property Rights organizations and cause a positive effect to our stakeholders.

The #OMBeOriginal Campaign is a 3-prong nationwide program set to focus on the following thrusts:



**{MEDIA ENGAGEMENT}** Generate awareness and enhance understanding about piracy and intellectual property rights through press conferences, interviews and other information and communication materials that can be utilized to disseminate information across all media platforms.

**{YOUTH INTEGRATION}** Involve and engage the youth in the fight against piracy through programs and activities that will educate them about intellectual property rights.

**{PARTNERSHIPS}** Forge partnerships with other intellectual property rights protection organizations and enforcement agencies. Strengthen ties with stakeholders and continue to encourage patronage of original copyrighted works.

# {Media Engagement}

## #NgayonNa

The follow up campaign "Stop Piracy #Ngayon Na" or simply "#NgayonNa" was created in 2018 as a call to action from the public. This campaign was launched with Mr. Piolo Pascual as the OMB Anti-Piracy Ambassador. One of the projects under this campaign was an infomercial, exhibited in cinemas nationwide.

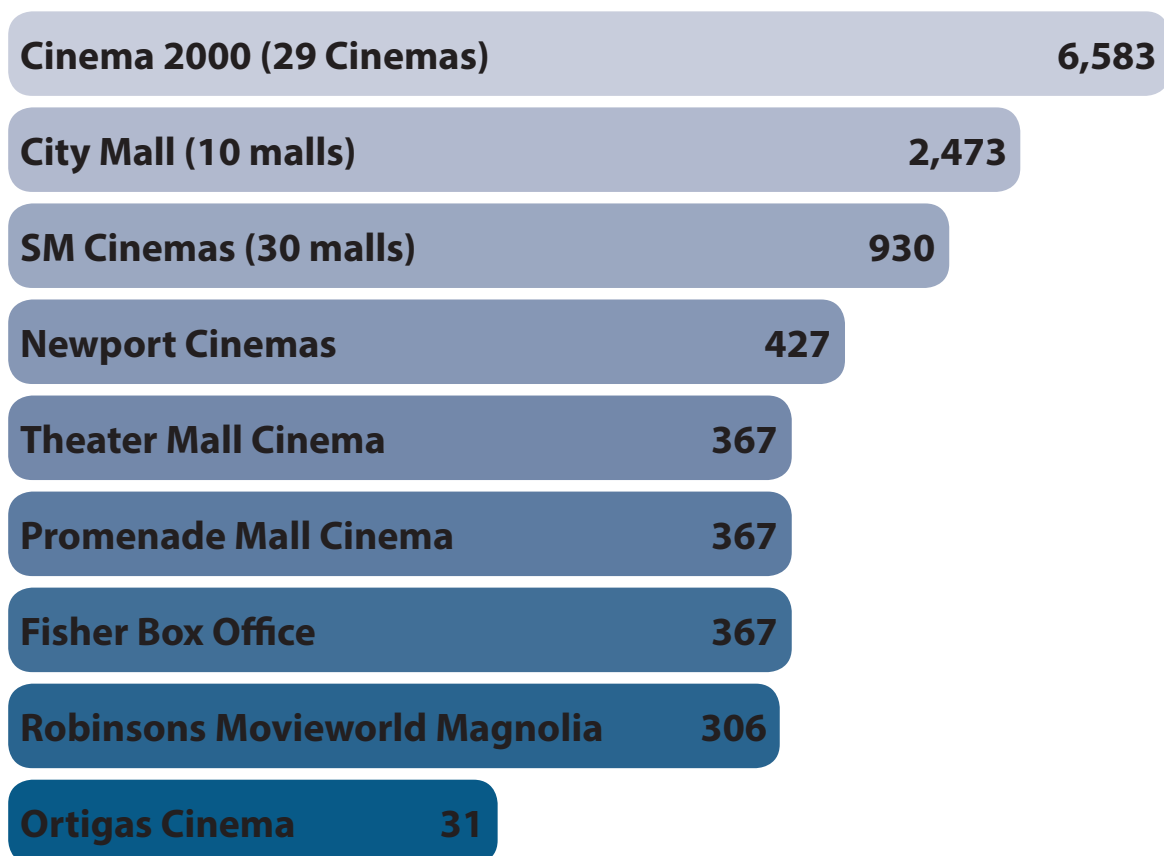
Cinemas continue to support the campaign and exhibit the infomercial without cost to the government for the entire 2019.

### Number of Infomercial Exhibitions by Partner Cinemas for 2019

DBM Target for number of infomercial exhibitions : **35**

Actual number of infomercial exhibitions: **11,851**

Percentage of Target Accomplished : **33,860%**



Pinapatay ng piracy ang industriya ng pelikulang Pilipino

**STOP PIRACY**  
**#NgayonNa**



REPORT TO OPTICAL MEDIA BOARD  
0921-3297700 / 0906-2314906  
410-2488 / info@omb.gov.ph  
www.omb.gov.ph

## Project: Angel

Ms. Angel Locsin was appointed as the new OMB Anti-Piracy Ambassador.

Angel Locsin is known for her distinct conviction in protecting the film and TV industry. In August 2019, she was accorded “The Women of Influence Award-The Pioneer” by Cosmopolitan Philippines. Likewise, a British international internet-based market research and data analytics firm, YouGov, has named Angel Locsin as the most admired woman in the Philippines for 2019. OMB believes that a strong and respected woman like Angel Locsin will influence the behavior of the public in supporting the fight against piracy.

A new infomercial was produced to sustain the Stop Piracy #NgayonNa campaign of OMB which shall be exhibited by partner cinemas in 2020.








“Sama-sama nating sugpuin ang pamimirata.”

**STOP PIRACY**  
**#NgayonNa**

Ms. Angel Locsin  
Anti-Piracy Ambassador



**REPORT TO OPTICAL MEDIA BOARD**

Text: 0921-3297700 or 0906-2314906  
Call 7905-1678 / email: [info@omb.gov.ph](mailto:info@omb.gov.ph)  
[www.omb.gov.ph](http://www.omb.gov.ph)    [ombgovph](https://www.youtube.com/ombgovph)

## INTERVIEWS AND PRESS CONFERENCES

DATE	INTERVIEWS AND PRESS CONFERENCES
January 6	Radyo 5
January 7	PTV Mindanao Sunstar ABS-CBN Davao GMA Davao Mindanao Times Edge Davao
January 17	Banat DXAB Manila Bulletin Tempo RMN Network
February 12	Philippine News Agency Eagle Broadcasting Corporation SMNI Radyo Pilipinas
February 13	Palawan Daily News Palawan News Bandera TV at Radyo
March 15	Business Software Alliance (Press Conference)
March 26	Brigada News FM
April 1	Cebu Normal University
April 11	Lyceum of the Philippines University
April 24	Lyceum of the Philippines University (Batch 1) Lyceum of the Philippines University (Batch 2)
April 29	PUP Sta. Maria Bulacan Campus
August 29	TV Patrol TV Patrol North Luzon
August 31	DZMM Teleradyo
September 5	Inquirer
September 27	TV Patrol South Central Mindanao
September 28	Radyo 5 – Oplan Asenso
October 1	DZAS
October 2	Radyo Pilipinas
October 8	CNN Philippines
October 11	Radyo 5 ABS-CBN Region 3
October 14	MTRCB Uncut sa Radyo Inquirer
October 16	DWBL
October 19	DZMM Teleradyo
October 28	Business Software Alliance (Press Conference during Anti-Media Piracy Summit)
November 18	Bombo Radyo - Baguio

## INTERVIEWS





# {Youth Integration}

## Project: The Great IP Debate

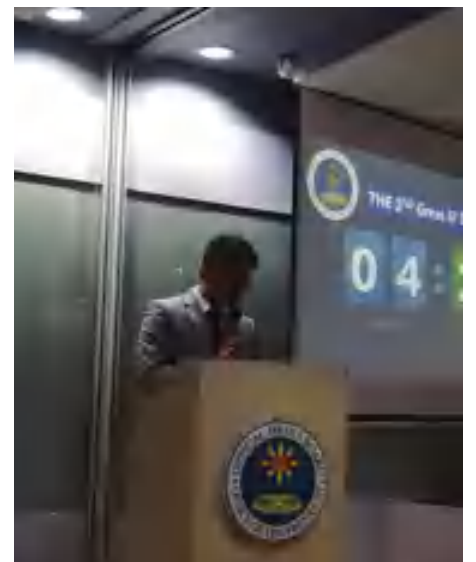
The project aims to:

- Challenge law students from different law schools and universities on their knowledge regarding Intellectual Property Law;
- Integrate youth involvement in the fight against piracy; and
- Send a clear message to the youth about the value of respecting Intellectual Property Rights

### The First Great IP Debate: Ateneo Law School vs San Beda College of Law (winner)



**The 2nd Great IP Debate: Bulacan State University College of Law vs Tarlac State University School of Law (winner)**





## School Tours

In the school tours of OMB, junior and senior high school students are given interactive and lively sessions on understanding piracy.

### Palawan National High School



### Ismael Mathay Senior High School





La Salle Greenhills



Pasay City West High School





## {Partnership}

### **Globe PlayitRight and Asia Video Industry Association (AVIA) Coalition Against Piracy (CAP)**

The Optical Media Board has partnered with Globe Telecom and AVIA's Coalition Against Piracy (CAP) in the fight against the proliferation of Illicit Streaming Devices (ISDs)—both online and in brick-and-mortar retail markets.



### **Business Software Alliance (BSA)**

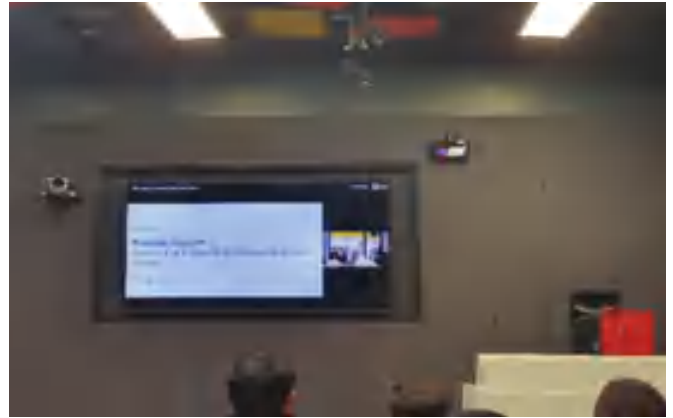
The Business Software Alliance (BSA) partnered with OMB in its campaign Legalize and Protect, to end use of unlicensed software in the Philippines.



## Google Philippines

Together with Google Philippines, OMB conducted a successful training seminar for representatives of film production and distribution companies that qualified in the 2019 Metro Manila Film Festival (MMFF).

The said seminar, entitled “Google and YouTube Copyright Workshop” is part of OMB’s continuous efforts against media piracy and will also serve as preparation for the participating film production outfits to avoid illegal distribution of their respective films in various social media and streaming platforms before, during, and after the film festival.



## SM Cyberzone

In celebration of the World Anti-Counterfeiting Day, OMB put up booths in SM North EDSA as a pilot program in the SM Cyberzone and OMB partnership program.





## The 2nd Anti-Media Piracy Summit: “Focusing on Strategies that Work: Integrating Technology and Consumerism”

The summit covered a range of approaches to IP protection, enforcement and strategy using advancements in technology providing opportunity to learn from different agencies and organizations.

The summit also focused on understanding consumers’ behaviors, perceptions and trends, and recognize the power of the now-vigilant Filipino community in the fight against piracy.





# The 2nd Anti-Media Piracy Summit: “Focusing on Strategies that Work: Integrating Technology and Consumerism”



## **TARUN SAWNEY**

*Position & Company:* **Senior Director-Asia Pacific, Business Software Alliance**

*Topic:* **Clean up to the Countdown – It's time to Make the Philippines Clean from Unlicensed Software**



## **PETER Q. VILLAROSA**

*Position & Company:* **Regional Sales Manager for Southeast Asia, Kingston Technology**

*Topic:* **Trends in Storage Technologies from the Philippine Retail Perspective**



## **ATTY. RICARDO R. BLANCAFLOR**

*Position & Company:* **Former Director-General of IPOPHL (2010-2014) and Of Counsel – Romulo Mabanta Buenaventura Sayoc & De Los Angeles**

*Topic:* **Technology and Consumerism**



## **JIL B. GO**

*Position & Company:* **Vice-President, Content Portfolio Dev't and Partner Management, Globe Telecom Inc.**

*Topic:* **Globe #PlayItRight**



## **ATTY. PAUL A. SANTOS**

*Position & Company:* **Chairman, Philippine Retailers Association**

*Topic:* **The Battle Against Piracy & Counterfeits in Retail**



## ATTY. TEODORO C. PASCUA

*Position & Company:* **Deputy Director-General, Intellectual Property Office of the Philippines**

*Topic:* **Initiatives Against Counterfeiting and Piracy in Digital Environment**



## CARLO S. OPLE

*Position & Company:* **Vice President, Digital Marketing Strategy, PLDT**

*Topic:* **Best Practices in Digital Marketing**



## ANTONIO L. SAYO

*Position & Company:* **Chairman, IP Committee, Philippine Chamber of Commerce & Industry**

*Topic:* **Private Sector Role in the Growth and Sustainability of IP in the Philippines**



## NEIL GANE

*Position & Company:* **General Manager, Asia Video Industry Association's (AVIA) Coalition Against Piracy (CAP) representing major platforms and television channels in SE Asia.**

*Topic:* **Anti-Piracy: Solutions and Strategies**



## JAY C. GOMEZ

*Position & Company:* **AVP - Head of Information Security and concurrent Data Protection Officer of ABS-CBN Corporation**

*Topic:* **Content Protection: The Kapamilya Way**

## OMBeOriginal Zone Awards

The OMBeOriginal Zone Program was conceptualized as part of the ongoing intensified anti-piracy awareness campaign of the OMB. The intent of the program is to formally recognize the outstanding campaigns and/or compliance of institutions and business establishments in support of OMB's #OMBeOriginal and #NgayonNa campaigns.

This program articulates the recognition for institutions and business establishments that are fully compliant with Republic Act 9239, ensure the use of authentic and appropriate licensed software, and enforce absolute restriction to the access of websites considered as sources of piracy.

The award aims to acknowledge and give affirmation to the efforts of institutions and business establishments and in effect, motivate and encourage others to promote and nurture the value of respecting Intellectual Property Rights, and be proactive members of the community.



## Number of Infocampaigns Conducted for 2019

DBM Target for number of infocampaigns conducted : **35**

Actual number of infocampaigns conducted: **72**

Percentage of Target Accomplished : **205.71%**



## Number of Infocampaigns Conducted 2016-2019

Under the chairmanship of Atty. Adriano



## Number of Infomercial Exhibitions by Partner Cinemas for 2018-2019

Cinema	2018	2019
SM Cinemas (30 malls)	930	930
Theater Mall Cinema	70	367
Promenade Mall Cinema	70	367
City Mall (10 malls)	0	2473
Newport Cinemas	0	427
Ayala Cinemas	819	
Fisher Box Office	*included at Cinema 2000	367
Robinsons Movieworld	186	
Robinsons Movieworld Magnolia	*included at Robinsons Movieworld	306
Cinema 2000 (29 Cinemas)	700	6583
Ortigas Cinema (Capitol Commons)	*Cinema was operational late2019	31
<b>TOTAL</b>	<b>2,775</b>	<b>11,851</b>



## Infocampaigns with Other Institutions for 2019

Training for Viva Films' Cinema Checkers
Phil. Assoc. of Medical Device Regulatory Affairs Professionals
VST ECS (Importer-Distributor) Palawan
Training for Law Enforcement Agencies and Public Prosecutors (Cebu City)
Orientation with Lazada
Orientation with SM Cyberzone
Industry 4.0 Summit (BusinessWorld)
DTI Brown Bag Brigade Session on Piracy and Digital Media
Davao City Council's 18th Regular Session
Executive Legislative Meeting of City Councilors (Baguio City)
Orientation with Online Micro Sellers Marketing Cooperative
DTI Digital Media Update Day
Interpol Case Meeting on Project Chain
21st PCTC-Interpol NCB Manila Inter-Agency Coordinating Committee

## Other Special Activities for 2019

MMFF Cinema Monitoring Activities
Disc Crushing Ceremony (Davao)
OMB VIP Appreciation Night
The 1st Great IP Debate
Sports Anti-Piracy Summit (Mexico)
The 2nd Great IP Debate
NCIPR Ceremonial Destruction
2nd Anti-Media Piracy Summit
OMB-Google Training to Film Copyright Owners

# EXECUTIVE OFFICE

## Planning Unit

**The Optical Media Board, through the organization of the Planning Unit, have successfully conducted their periodic management sessions for the year 2020.**

Last January 2019, through a write-shop seminar led by Engr. Marquez, the OMB was able to identify the necessary changes to be implemented to the agency's management plan for the continuous improvement of its quality management system. It was also in this management session that the OMB was able to set their quality objectives and targets for FY2019.



Planning Session 2019

The OMB also held the Mid-Year Assessment and Year-End Assessment, which both serve the necessary purpose of reviewing and assessing agency performance, risks, opportunities, and deliverables that each division had for the year 2019 and our projection for OMB's performance for the coming year.



Mid-Year Assessment 2019

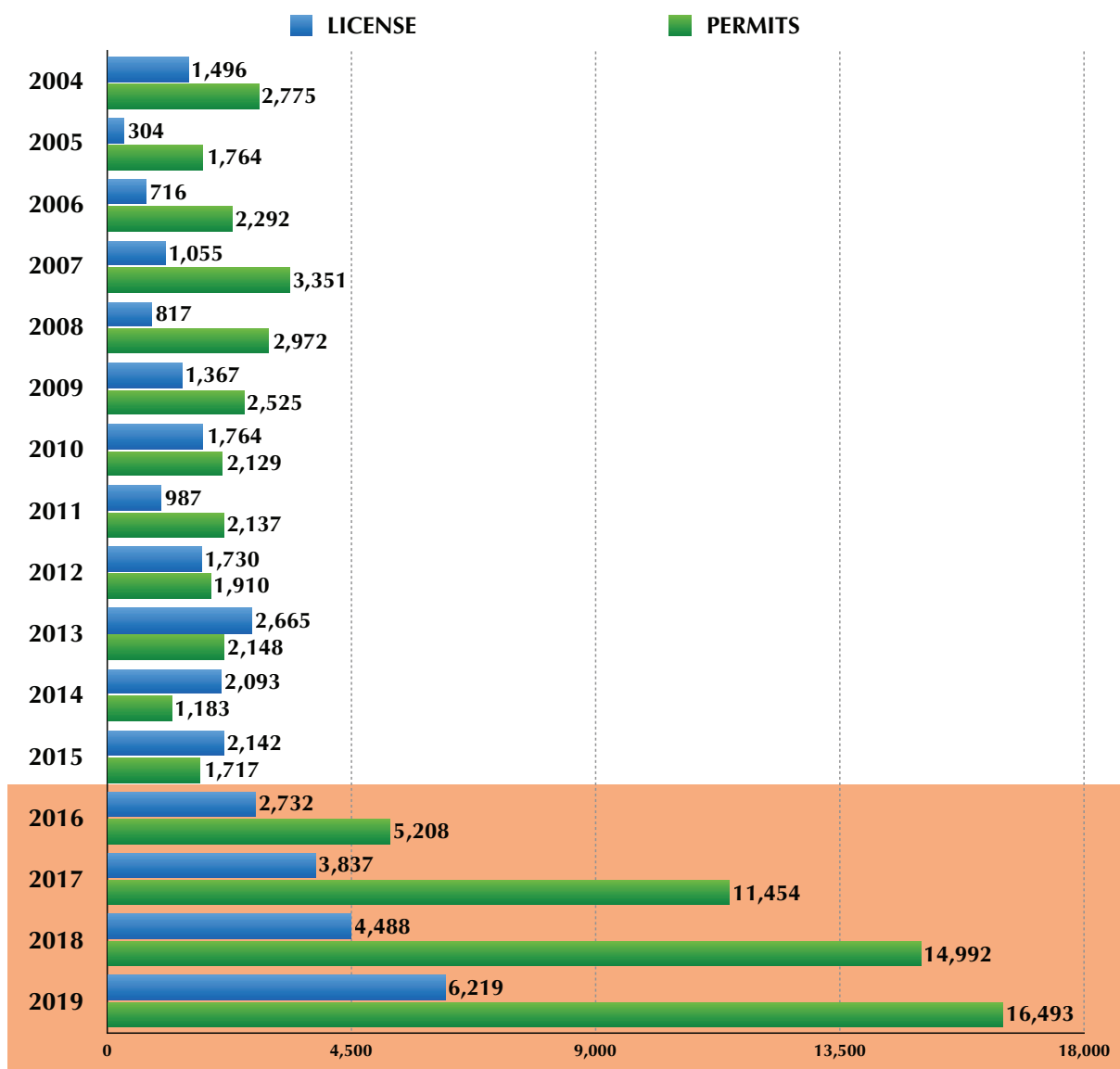


Year-End Assessment 2019

# REGISTRATION AND LICENSING DIVISION

With the implementation of Chair Adriano's roadmap in 2016, the number of licenses and permits issued by the OMB skyrocketed, surpassing all records since 2004.

In 2019, compliance from businesses engaged in activities involving all forms of media storage devices has been remarkable, achieving the **HIGHEST** number of licenses and permits issued by the agency.



Chair Adriano's tenure as OMB Chair & CEO

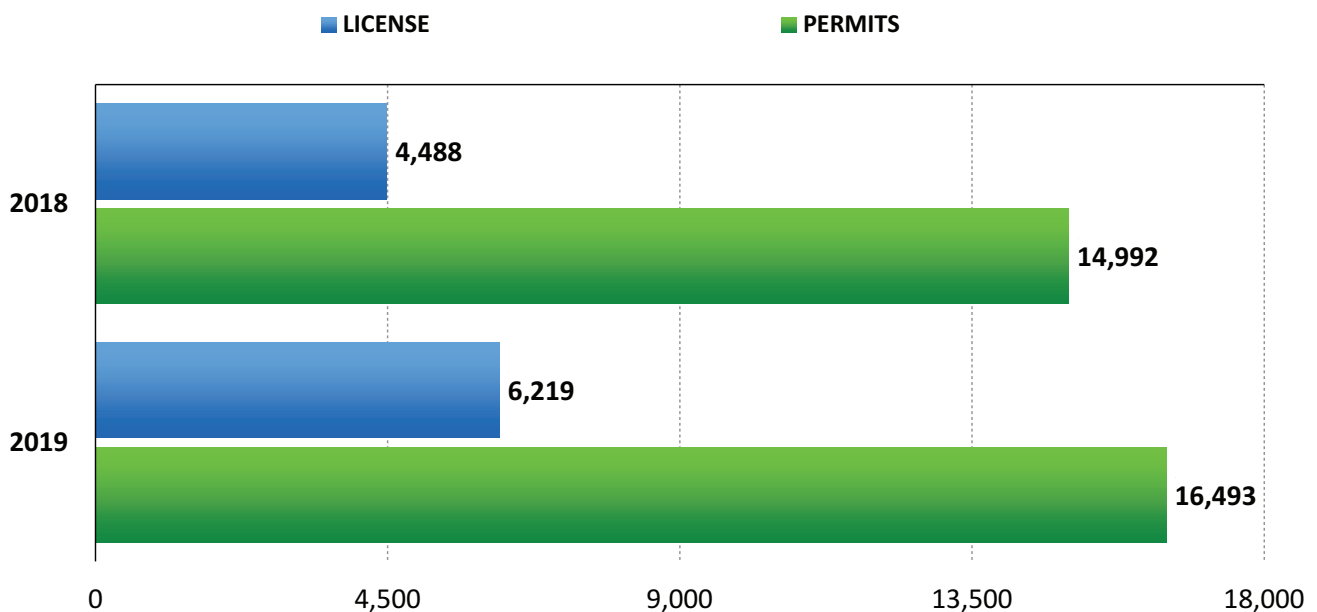
## Registrations and Licenses for 2018 & 2019

DBM Target: 80% of registrations & licenses acted upon within the prescribed timeframe

**Target Accomplished: 97.81 %**

1 January to 31 December 2019

Particulars	Issued
Licenses	
New	2674
Renewal	3545
<b>Total</b>	<b>6219</b>
Permits	3,545
Replication	416
Import	13,818
Export	2,259
<b>Total</b>	<b>16,493</b>
<b>Certification</b>	<b>3,176</b>
<b>Transport Permit</b>	<b>3</b>



### 2018 vs 2019

Licenses: **38.57% increase**

Permits: **10.01% increase**

# ADMINISTRATIVE AND FINANCE DIVISION

*Taking cognizance of the support of the management, the Administrative and Finance Division was able to accomplish its projects and activities for the year 2019*

## Earthquake Drill | June 20, 2019

OMB participated in the nationwide Earthquake Drill. Employees were reminded to practice the Drop, Cover and Hold to protect themselves during earthquakes and in other various situations





## Team Building Activity | June 27, 2019

Team building activities are essential to establishing a corporate culture where people enjoy coming to work, collaborate easily and trust each other and develop deeper camaraderie among individual and /or among employees coming from different working units.



## Participation in the 119th CSC Anniversary Celebration | September 5, 2019

OMB participated in the annual Fun Run kick-off activity of the Civil Service Commission held at Luneta Park, on September 5, 2019.





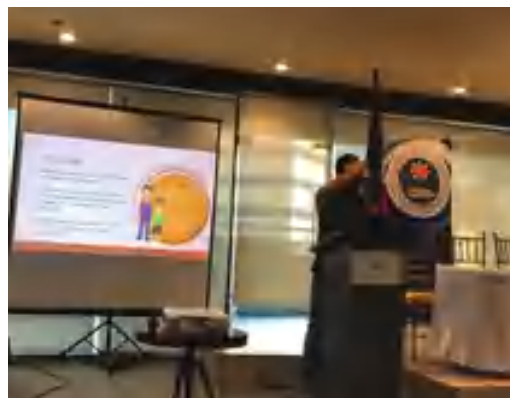
Smartify Facilitators





## 28-Day Campaign of Violence Against Women and Children

A Seminar on Violence Against Women and Children was conducted last December 20, 2020. Mr. Noel Maturin-gan enlightened the employees on the salient parts of the Republic Act No. 9262 or the Anti-Violence Against Women and Children (VAWC) Act of 2004.



As a culminating activity of VAWC, a Solidarity Walk at Camp Aguinaldo was held last December 12, 2019. To show support to the celebration, different National Agencies and Local Government Units participated in this walk. As a token of appreciation, the Philippine Commission on Women handed Certificate of Recognition to participants.



# ADMINISTRATIVE AND FINANCE DIVISION

## Budget Unit

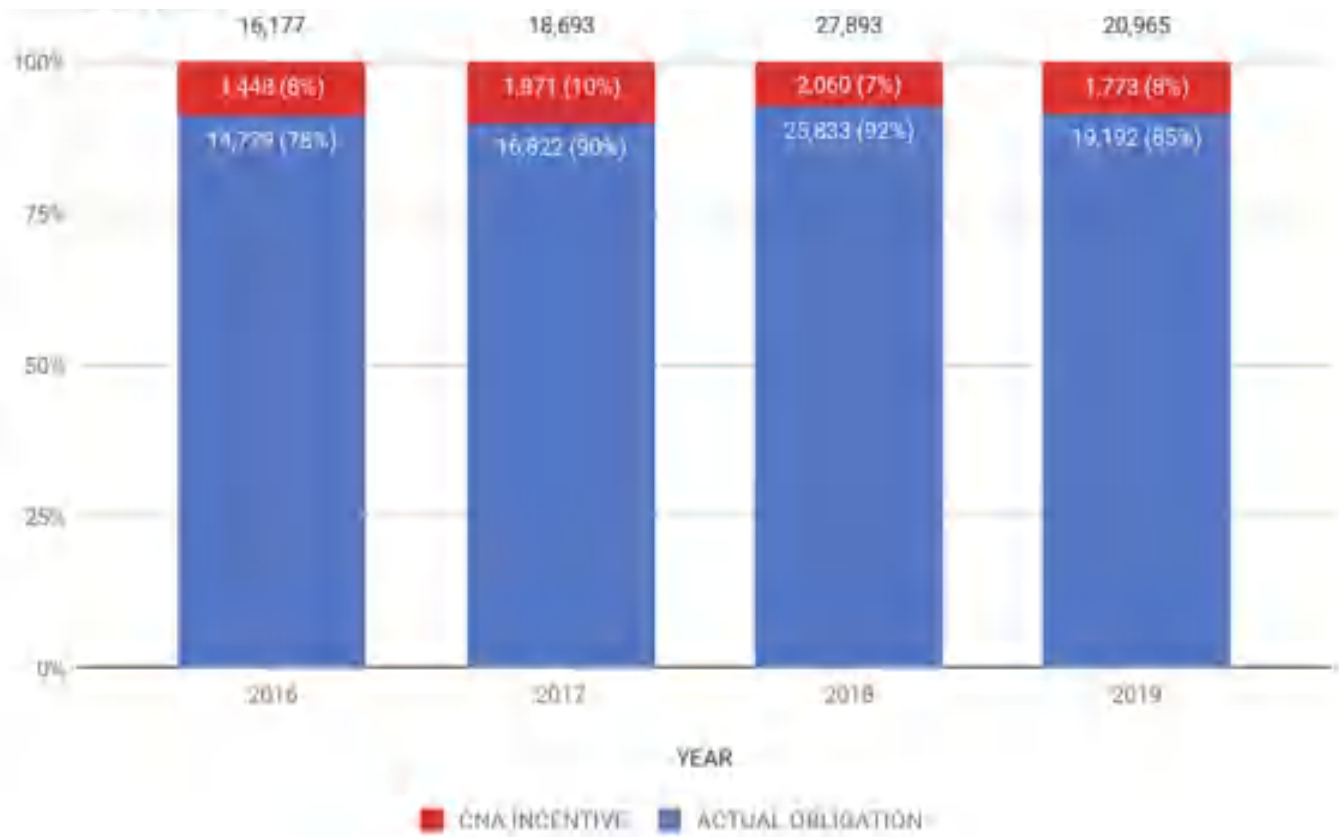
### APPROPRIATION per GAA



### OBLIGATIONS to ALLOTMENT



## MOOE ALLOTMENT

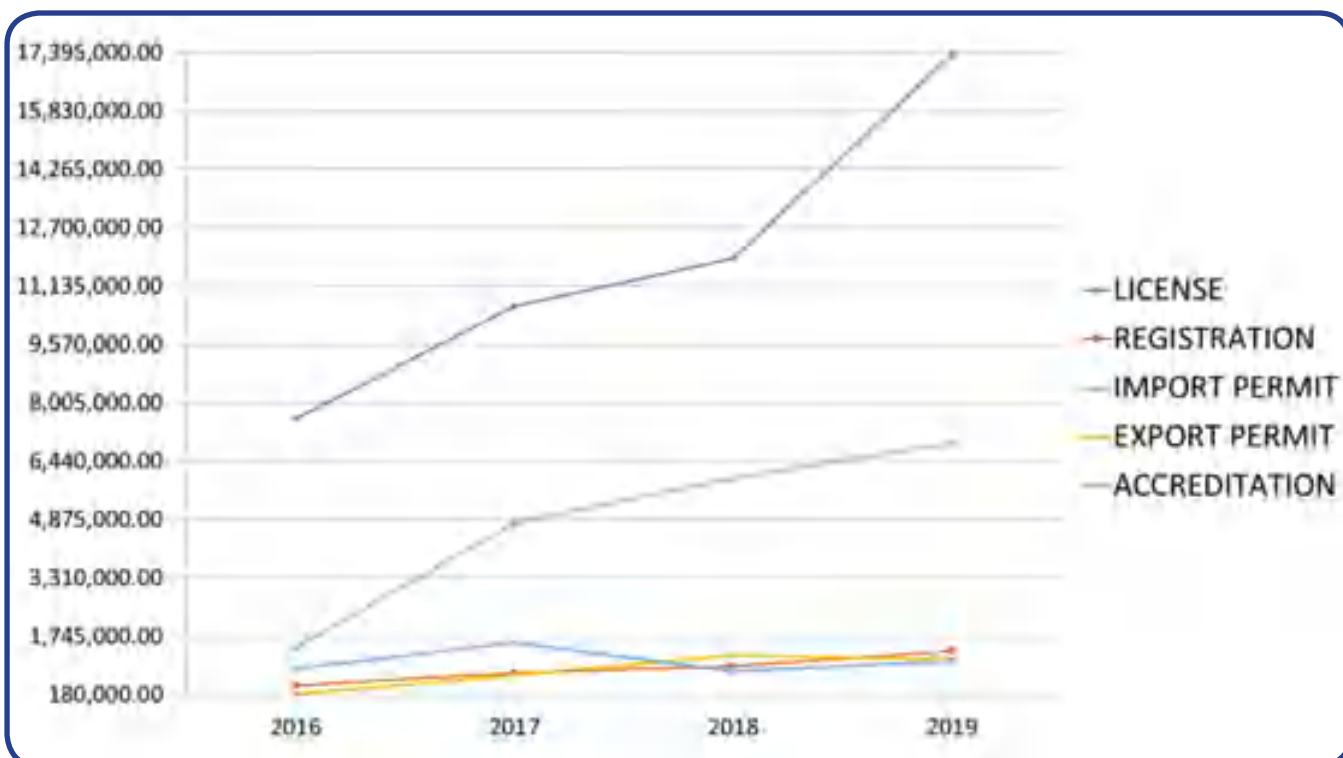


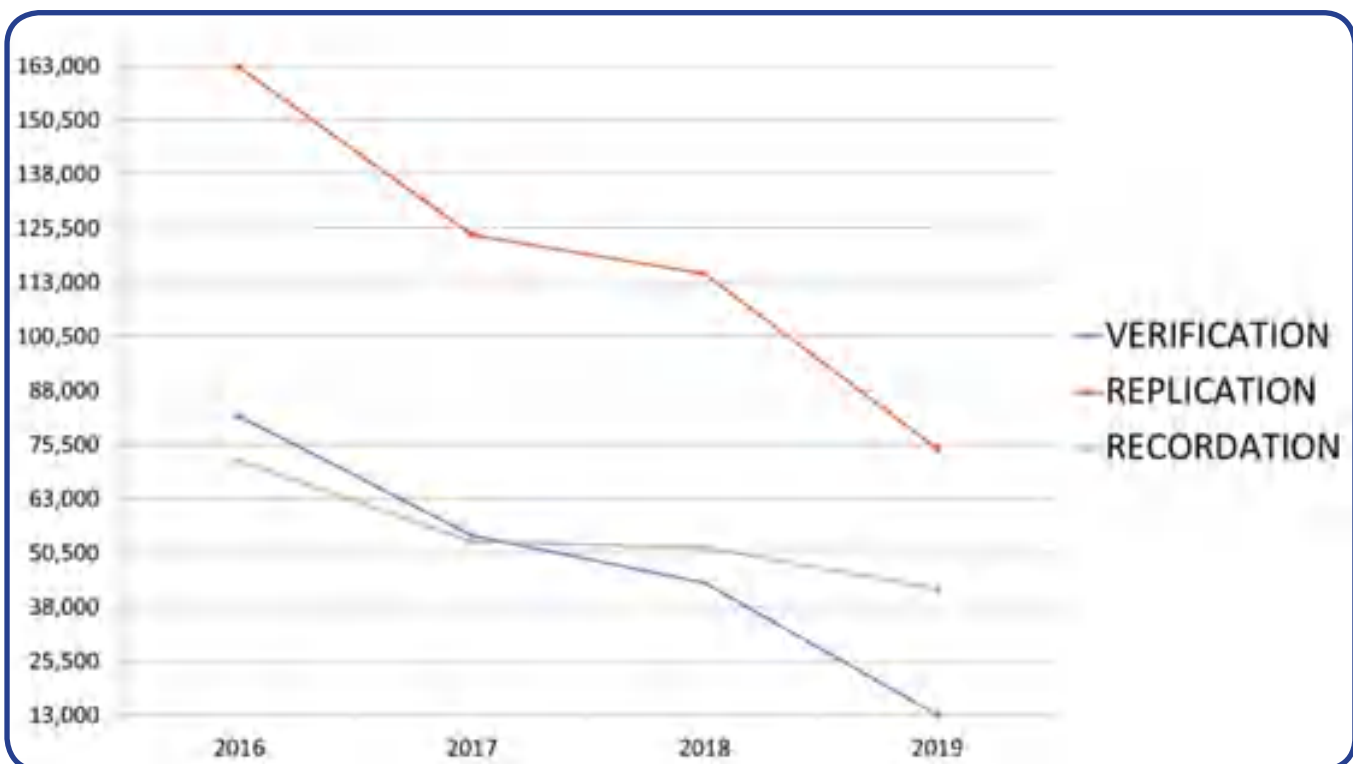
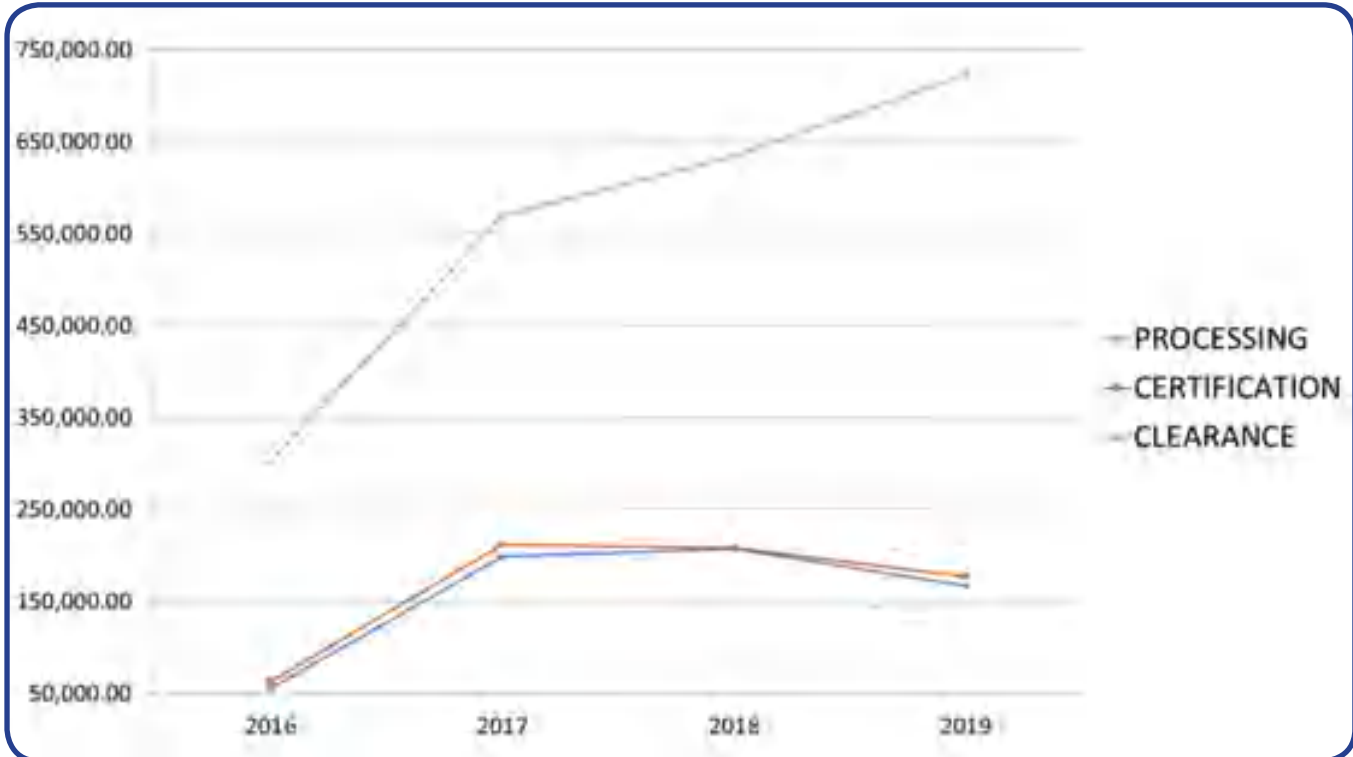


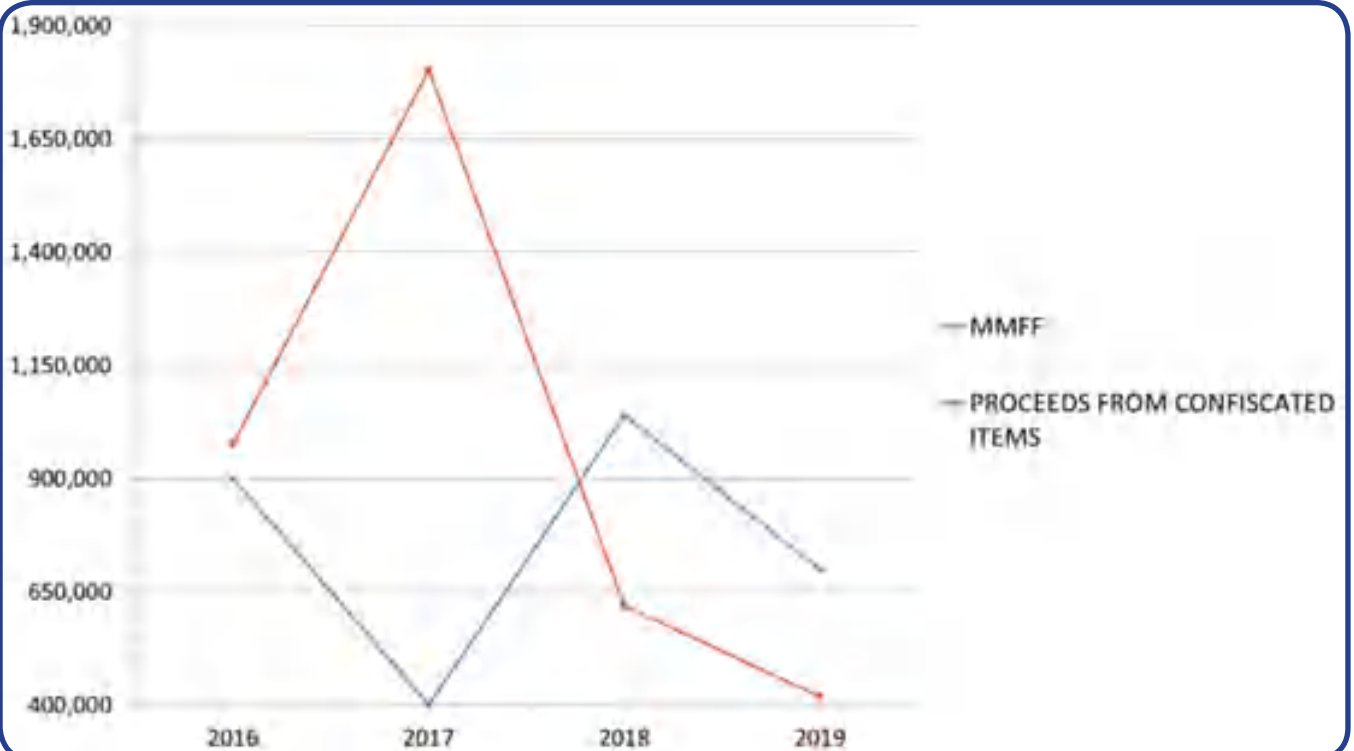
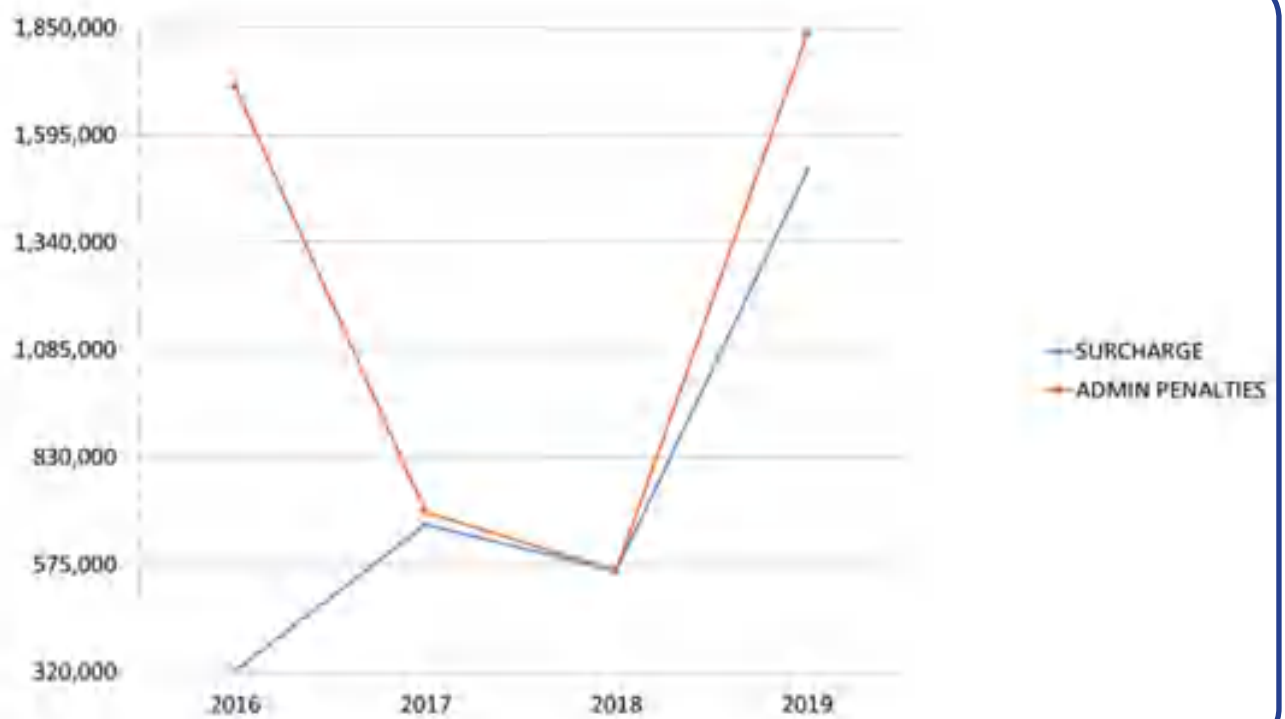
# ADMINISTRATIVE AND FINANCE DIVISION

## Cash Unit

PARTICULARS	2016	2017	2018	2019
Code 101				
License fee - 603	7,574,043.45	10,582,967.55	11,861,169.61	17,334,533.45
Registration - 606	417,050.00	751,000.00	947,000.00	1,340,000.00
Processing - 621	54,950.00	199,100.00	206,950.00	166,450.00
Certification - 613	62,650.00	212,100.00	207,900.00	176,950.00
SID Code Allocation - 613			5,000.00	
Clearance (LSD) - 613	302,050.00	568,950.00	634,050.00	722,881.60
Transfer Location - 605			5,000.00	2,100.00
Transport (licensed) - 605	3,900.00	900.00	600.00	200.00
Permit to Sell - 605	87,000.00	54,500.00	43,500.00	11,000.00
Verification - 605	162,600.00	124,000.00	115,000.00	74,400.00
Permit (Replication) - 605	1,442,000.00	4,791,900.00	5,978,500.00	6,910,000.00
Permit (Import) - 605	189,500.00	684,500.00	1,232,500.00	1,125,000.00
Permit (Export) - 605	71,800.00	53,100.00	51,700.00	42,100.00
Recordation - 605	876,503.49	1,558,576.95	792,789.00	1,067,448.85
Accreditation - 678	378.00	1,109.00	91,657.00	1,666.85
Mailing/Photocopy/Manual - 678	1,860.00	11,520.00	12,470.00	4,980.00
Stickers (Regn) - 678	1,710,000.00	700,000.00	560,000.00	1,835,000.00
Admin. Penalties - 609	321,630.00	669,405.00	558,640.00	1,510,576.90
Surcharge - 609				
Other Income - 666	37,000.00	239,800.00	33,400.00	68,003.00
Proceeds (confiscated items) - 666	976,391.00	1,801,712.80	619,404.00	418,043.75
Proceeds (PPE) - 666	190,080.00	536,776.00		6,305.74
<b>TOTAL</b>	<b>14,476,385.94</b>	<b>23,541,917.30</b>	<b>23,957,229.61</b>	<b>32,819,640.14</b>
Code 184				
Performance Bond - 427	100,000.00		12,487.00	
Income from Grants and Donations - 439	900,000.00	400,000.00	1,039,057.29	700,000.00
<b>TOTAL</b>	<b>1,270,077.89</b>	<b>709,505.84</b>	<b>1,252,878.74</b>	<b>961,545.64</b>
<b>GRAND TOTAL</b>	<b>15,746,463.83</b>	<b>24,251,423.14</b>	<b>25,210,108.35</b>	<b>33,781,185.78</b>







# ADMINISTRATIVE AND FINANCE DIVISION

## Human Resource Management Unit

	Dec. 2019 Year-End Assessment	Mid-Year Assessment	Year-End Assessment
<b>Manpower Complement</b>			
Filled Item	68	74	73
Unfilled	9	3	4
Job-Order	18	14	16
<b>Careers (Vacancies)</b>			
	Attorney III	Attorney III	Comp Operator II
	Legal Assistant II	Legal Assistant II	
	Job Order	Comp. Operator III	
<b>Anticipated Vacancy</b>			
	Info Officer I		

	Dec. 2018 Year-End Assessment	Mid-Year Assessment	Year-End Assessment
<b>Learning and Development</b>	<b>61</b>	<b>73</b>	<b>73</b>
INHOUSE SEMINAR/WORK/WRITESHOP PROVIDED			
1. Training Needs Analysis			
2. Pag-Ibig Seminar			
3. GFAL II Orientation			
4. GSIS Retirement Seminar			
5. Stress and Time Management			

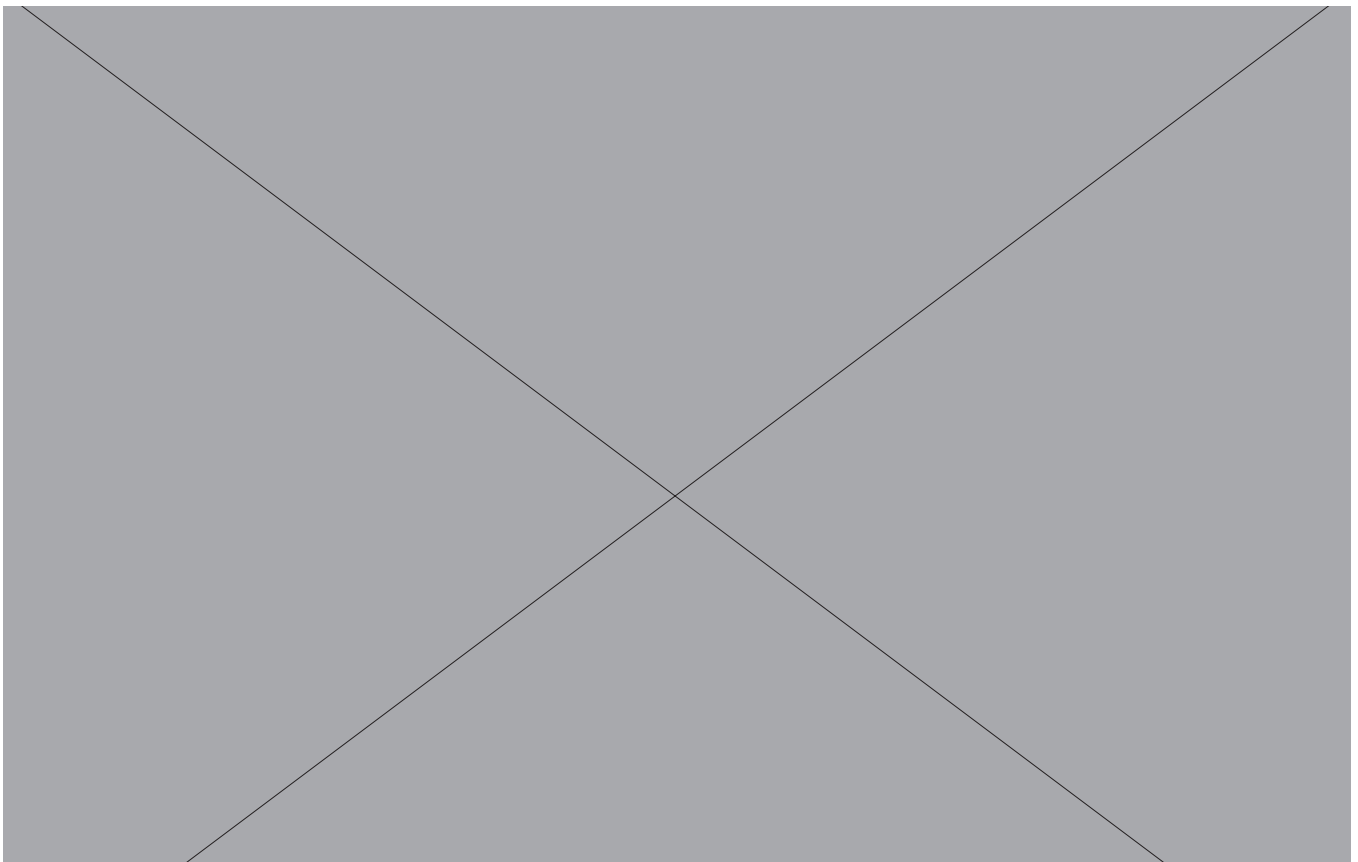
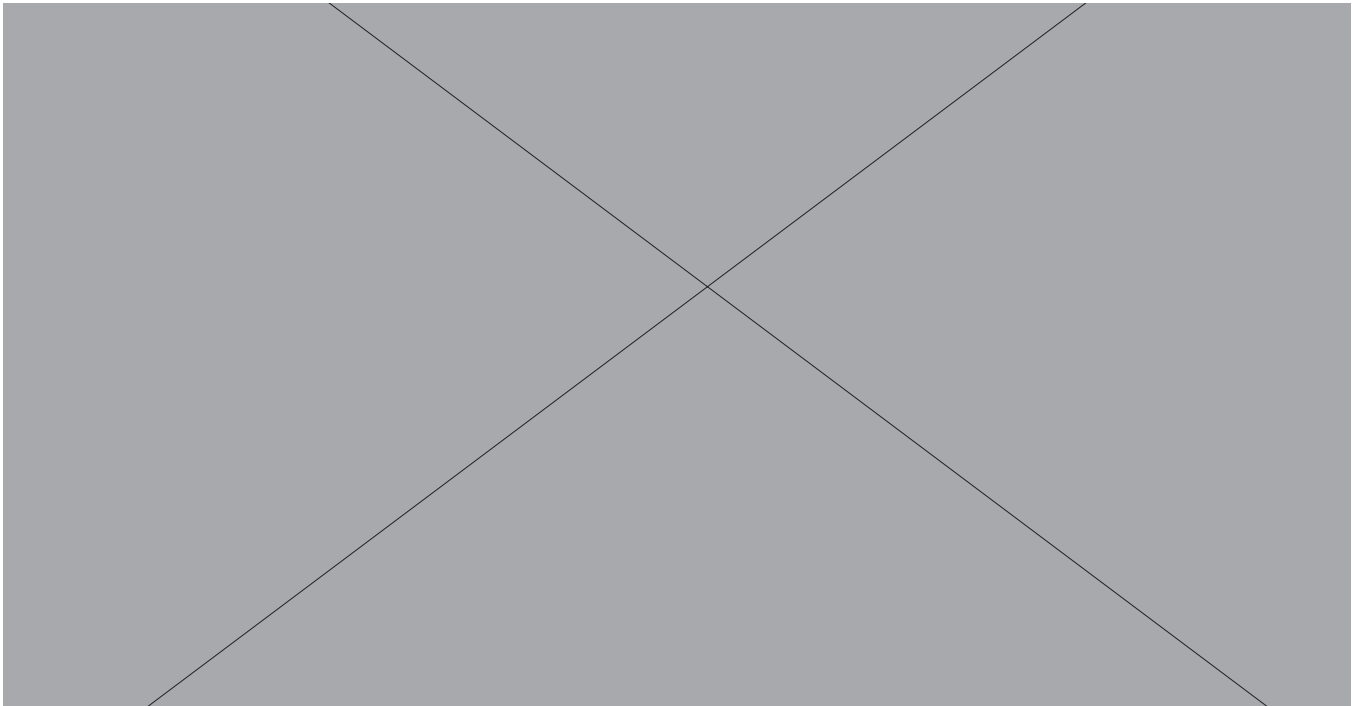
ACTIVITIES	STATUS
Training Needs Analysis	Done
Training Plan 2020	For approval of ED
Updating of PDS	Done
Earthquake Drill	Done
Teambuilding	Done
Free Eye Check-up	Done
RACE to Fun Run 2019 (28 P)	Done
Trick or Treat	Done

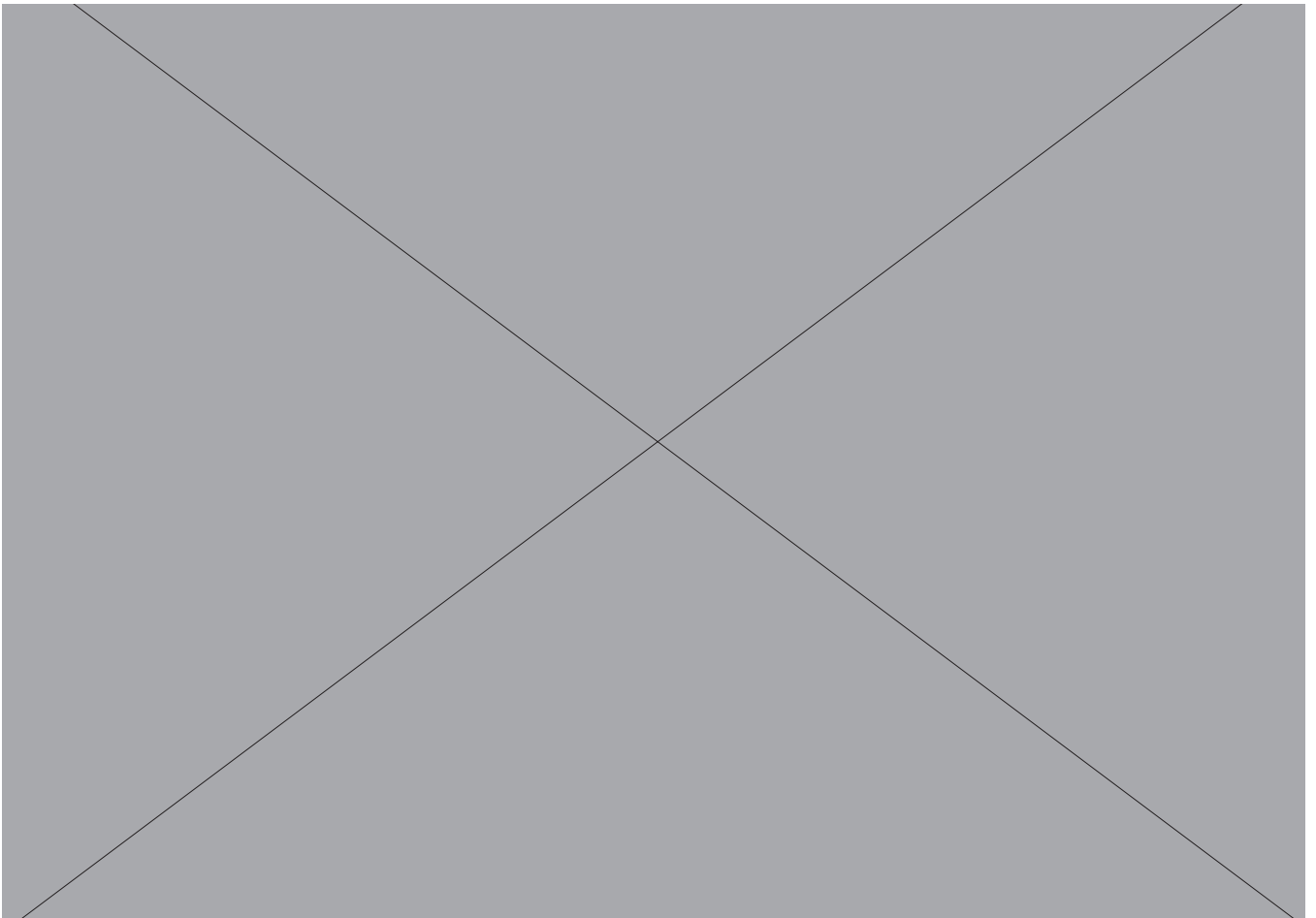
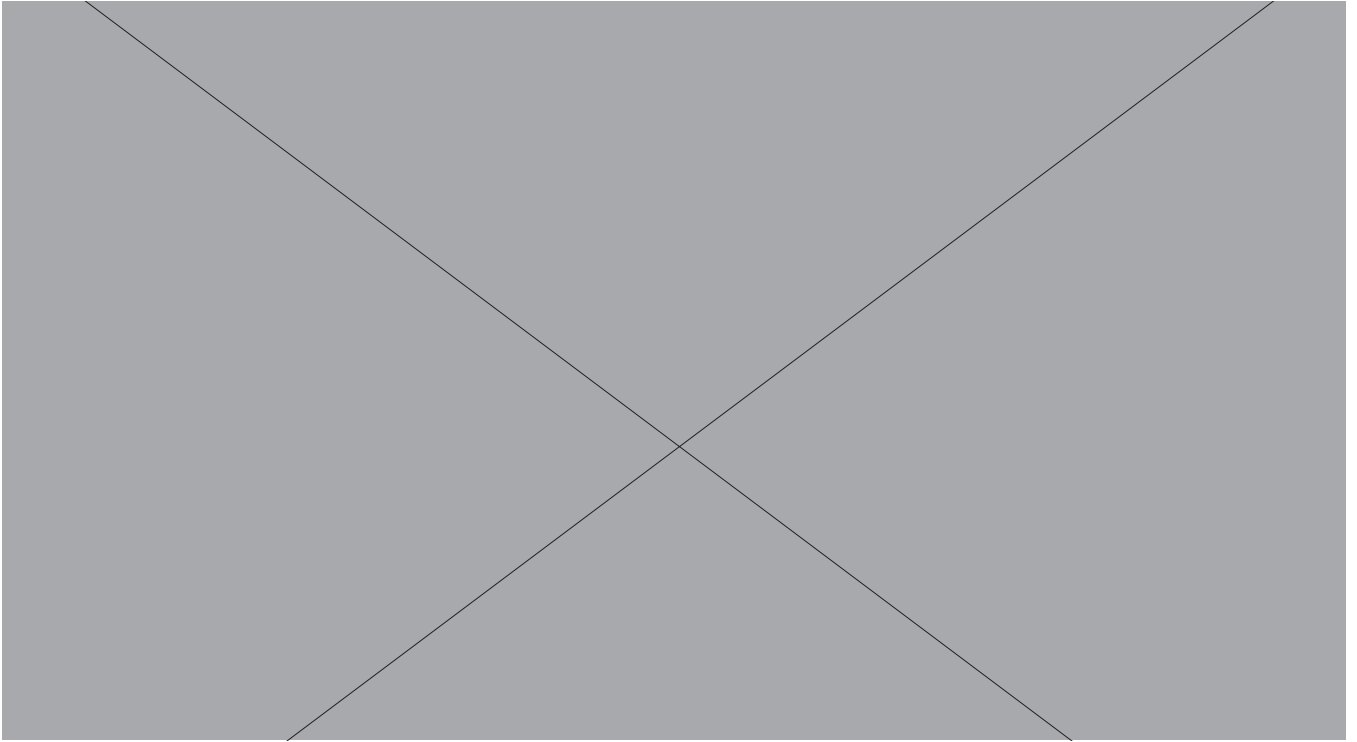
<b>POLICY AND GUIDELINES</b>	<b>STATUS</b>
Anniversary Bonus	Approved
Merit and Promotion Plan	For signature of ED and Chair and CEO / For submission to and approval of CSC
Equal Employment Opportunity Principle	For signature of ED and Chair and CEO/ For submission to and approval of CSC
Ranking Offices/Delivery Units for the Grant of FY 2019 PBB	Posted in Transparency Seal
Narrative/Detailed Description of Criteria, Data Sources, Methodology in Rating the Performance Relative to the PBB	Posted in Transparency Seal
Guidelines in Agency Review and Compliance Procedure in the Filing of SALN	Posted in Transparency Seal
Learning and Development Policy	Approved
HRIS	For intranet installation/deployment

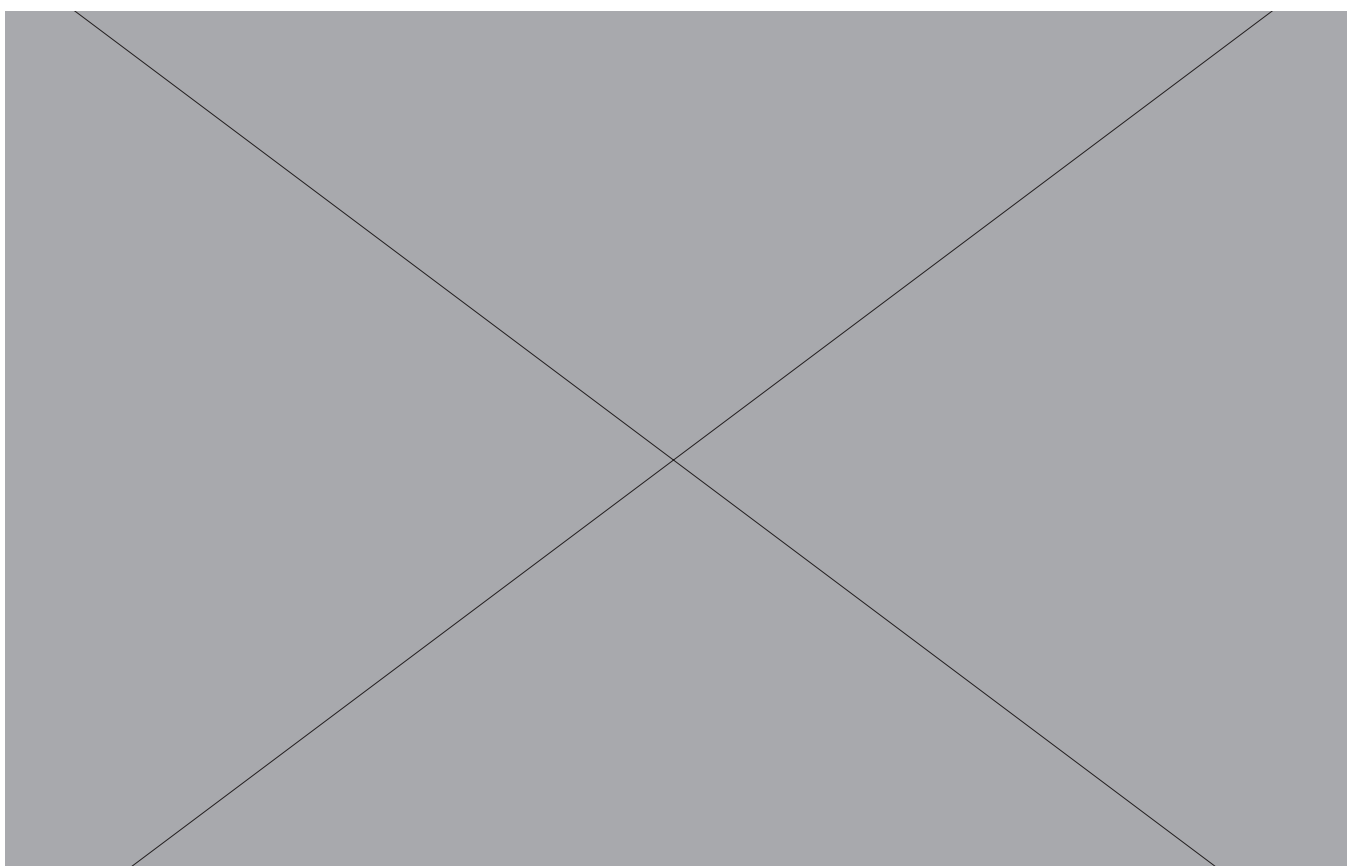
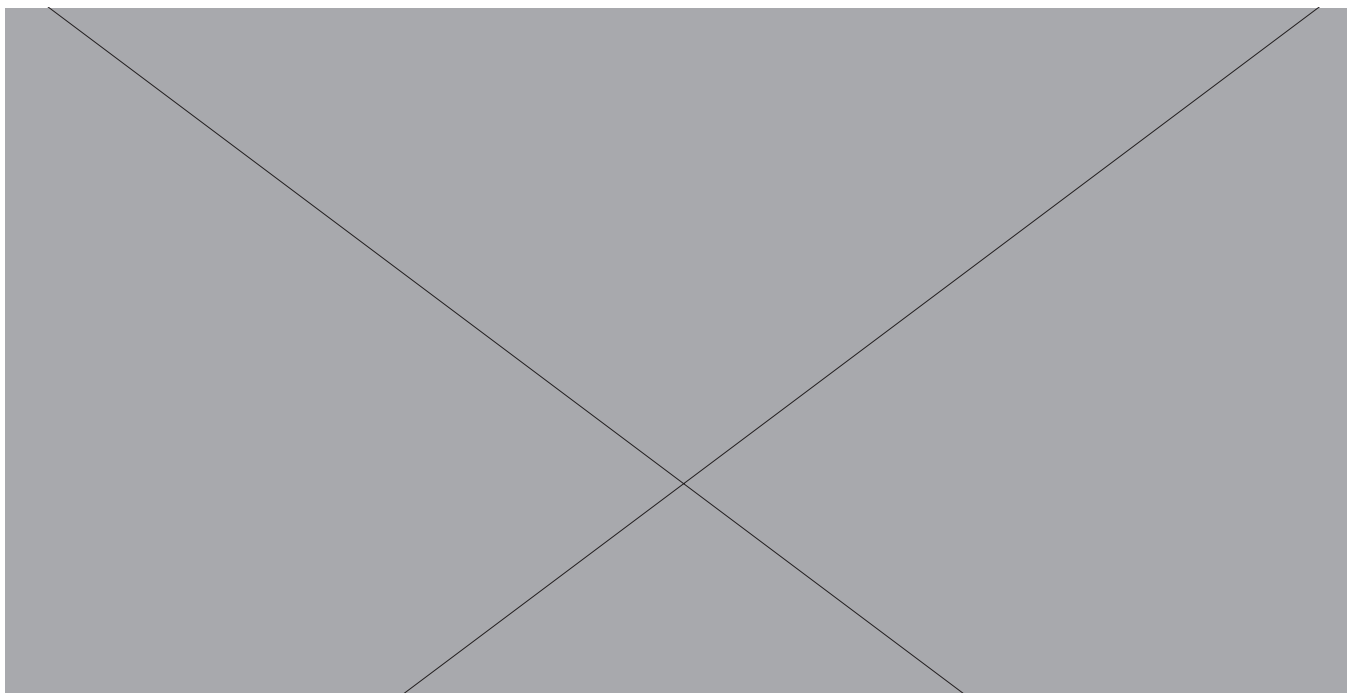


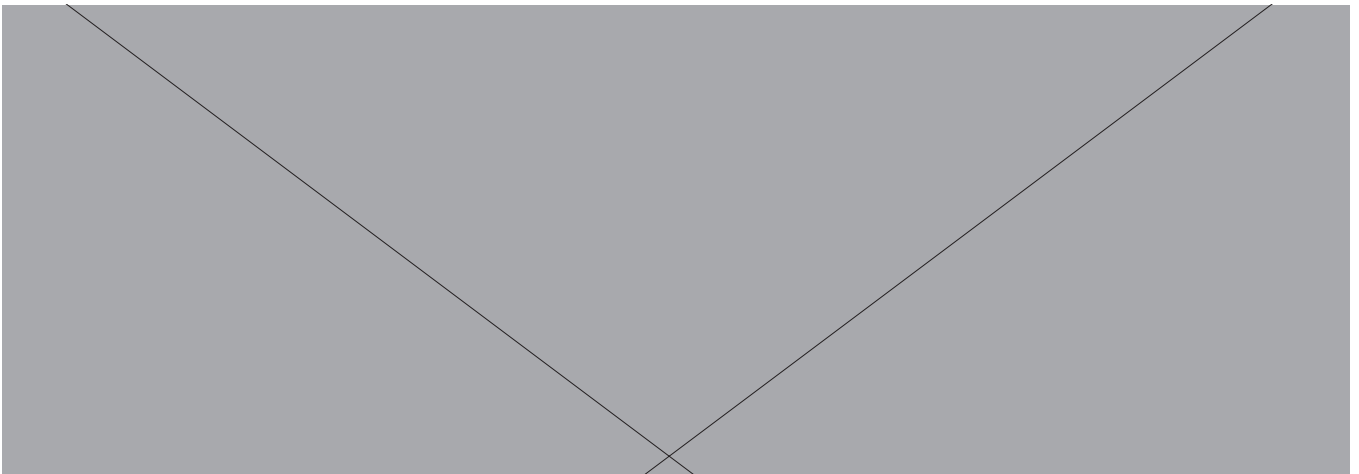
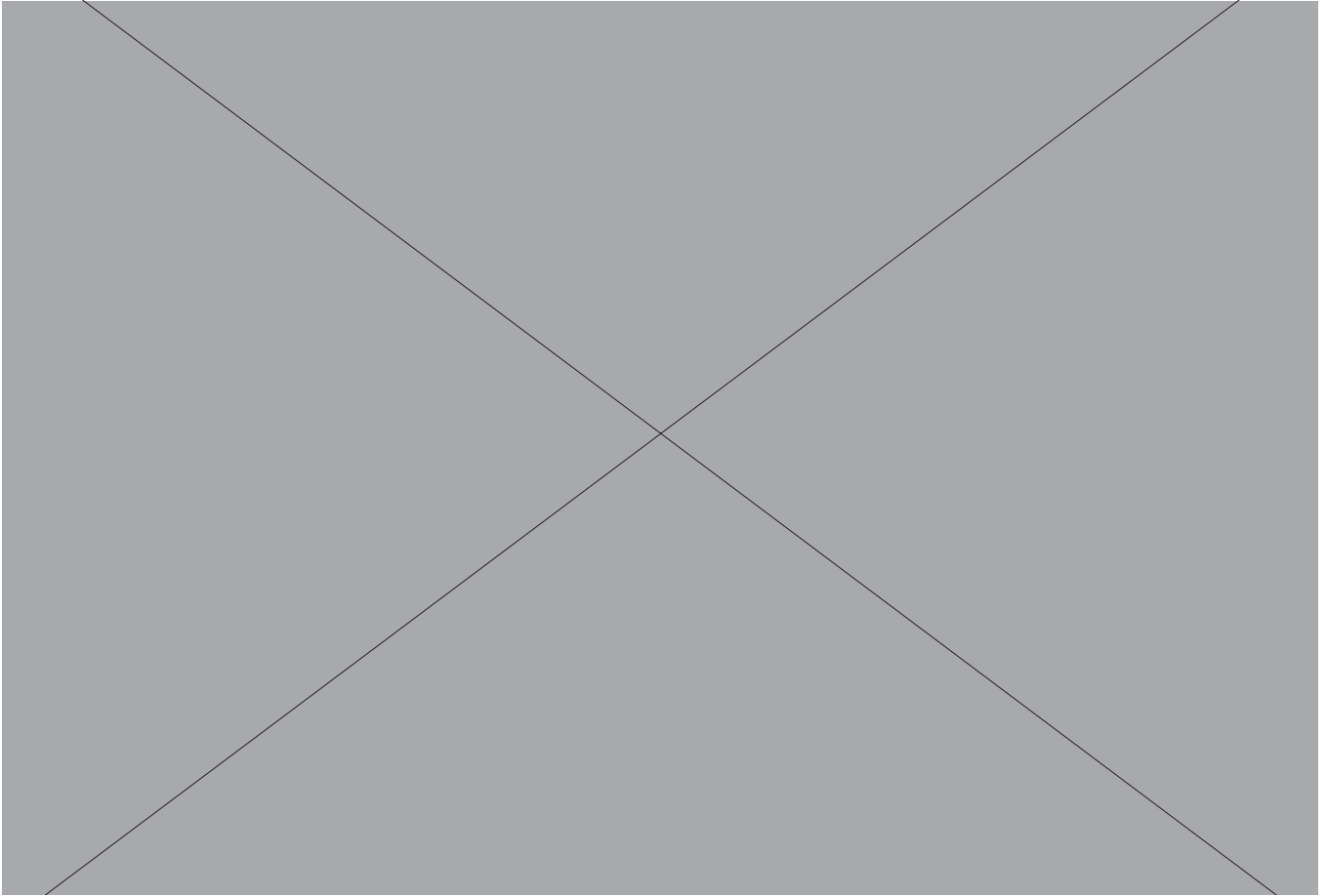
# ADMINISTRATIVE AND FINANCE DIVISION

## Property and Supply Unit







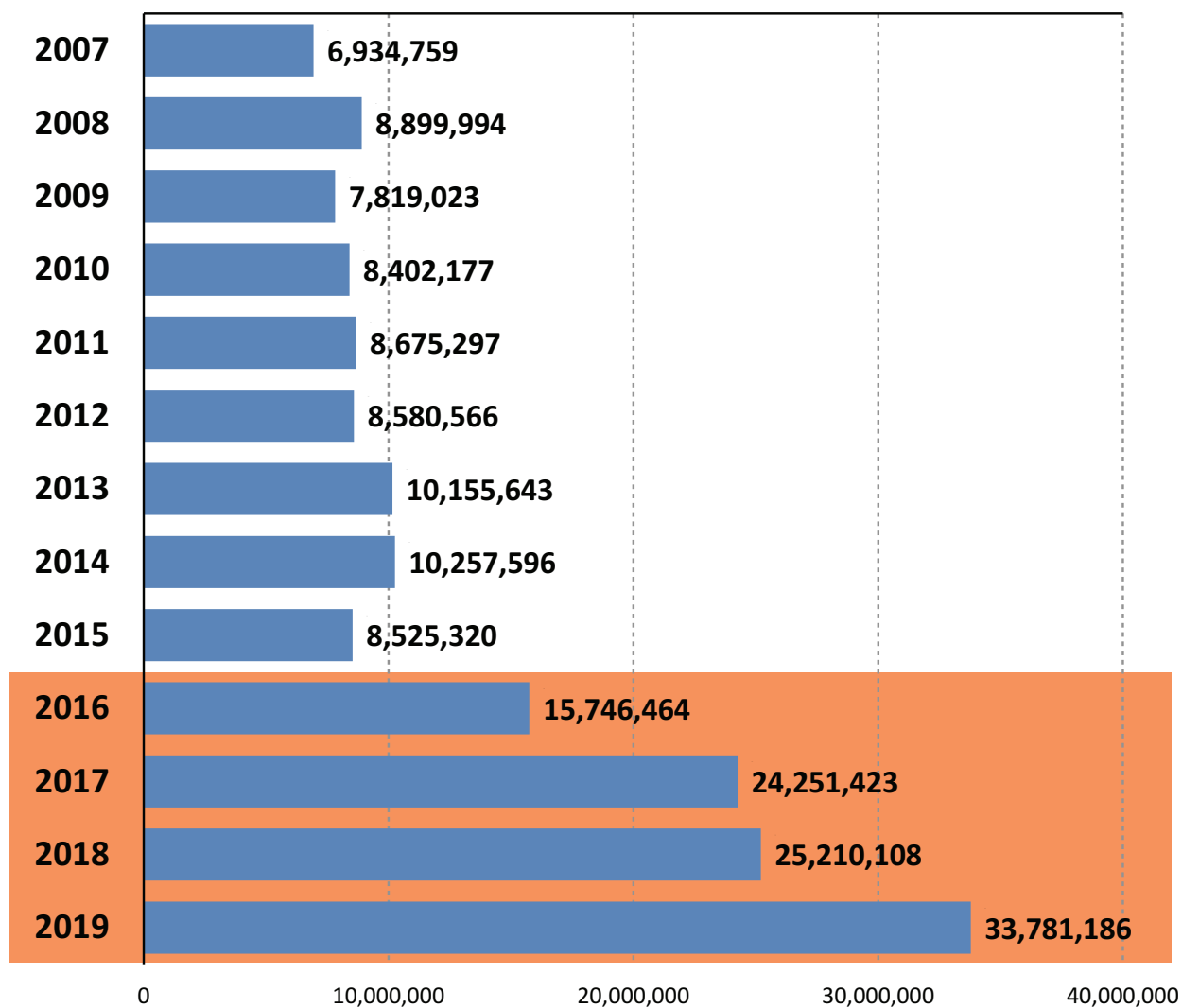


Driven by its resolute and unyielding stance against piracy, the Optical Media Board has accounted for 2019 the sum of Php 33,781,185.78 in regulatory fees. This is the agency's HIGHEST collection of revenue since its creation.

## Report of Collection 2019

DBM Target: Php 21,058,000

Total Collection: Php 33,781,185.78



Chair Adriano's tenure as OMB Chair & CEO



# LEGAL DIVISION

The OMB – Legal Division (LD) soared to new heights for FY 2019-2020. Despite being undermanned for the most part of 2019, LD was able to surpass multiple targets set at the beginning of the year. Moreover, the LD broke through performance barriers, most notably when it was able to collect PHP 1.83M in penalties – a remarkable 228% increase from 2018.

While past laurels are not a bases for future performance, the LD plans to build on the mentioned successes with hopes of enhancing its operations to better serve the OMB as a whole, and more importantly, to better serve the public. Through collective efforts from all its officers and staff, the LD aims to improve the promotion of intellectual property rights and enforce the rule of law.

## DBM Targets for 2019

**90%** of Administrative cases filed/charged within 15 days

**90%** of Clearances issued within the day

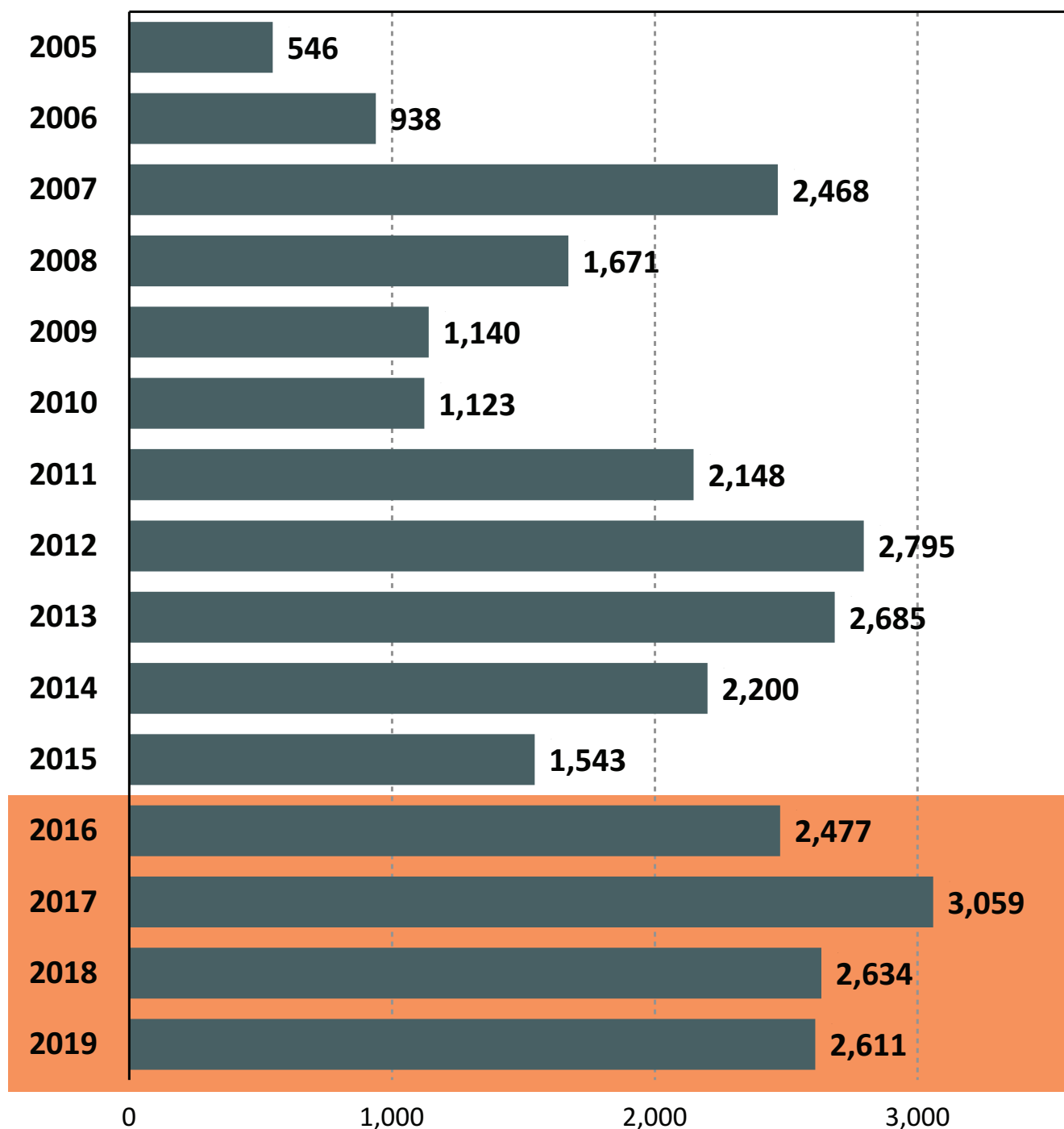
% of Target Accomplished: **100%**

Particulars	
Cases Filed	
Administrative Cases	2611
Criminal Cases	4
<b>Total</b>	<b>2615</b>
Clearances Issued	14,629
Fees from Clearances (in Php)	Php 731,450.00
Administrative Penalties (in Php)	Php 1,835,000.00

Particulars	
Show Cause Orders Issued	37
Subpoenas Issued	793
Notice of Conference Issued	67

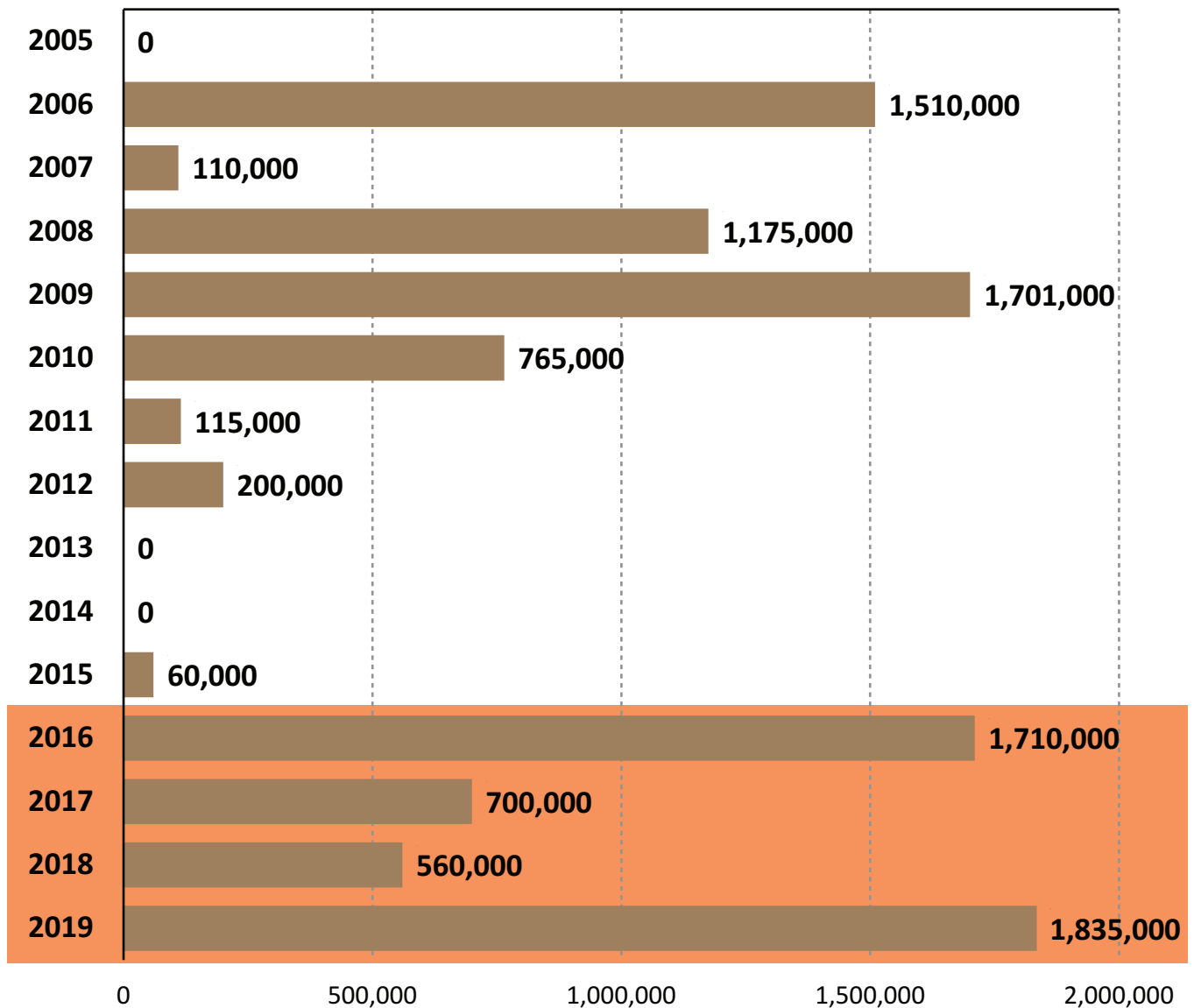
From 2016 to 2019, Chair Adriano's administration has focused on effecting a continual improvement of the quasi-judicial system of the OMB for the better disposition of administrative cases. Records show that in 2019, OMB has imposed and collected the highest amount of administrative fines and penalties since 2005.

### Number of Administrative Cases Filed



Chair Adriano's tenure as OMB Chair & CEO

## Number of Administrative Penalties Imposed and Collected



Chair Adriano's tenure as OMB Chair & CEO

# ENFORCEMENT AND INVESTIGATION DIVISION

## A. Inspection Operation of Pirated Optical Media Disc (Metro Manila & Provinces)

From January – December 2019, the Enforcement and Investigation Division have inspected and issued Inspection Orders on two thousand five hundred sixty (2,563) business establishments selling optical media disc and storage devices in various formats which are on violation of R.A. 9239 and MC 2018-002. In Metro Manila's 16 cities and 1 municipality, EID conducted regular inspections on the following locations:

Manila	Paranaque	Navotas
Malabon	Muntinlupa	Taguig
Makati	Marikina	San Juan
Valenzuela	Quezon City	Pateros
Mandaluyong	Las Pinas	
Pasig	Caloocan	

Nearby and far flung provinces and their key cities were likewise inspected namely:

Laguna	Pampanga	Iligan & Misamis Oriental
Bulacan	Baguio City	Bicol Region
Rizal	Cebu City	General Santos
Cavite	Iloilo City	
Batangas	Palawan	

EID operatives have also inspected 44 shopping malls with concessionaires engaged in selling optical media disc and different types of storage devices in Metro Manila for compliance with MC 2018-002.

Special operations were also conducted on importers of counterfeit 2TB HP USB, online sellers of external devices downloaded with pirated movies. Private individuals who were caught in an entrapment/buy bust operation selling HDDs were arrested for filing of appropriate charges pursuant to R.A. 9239.

Records show that because of EID's relentless operations against violators of R.A. 9239, the number of business establishments involved in optical media activities have tremendously decreased in all regions. Nevertheless, EID still achieved its target of 106%. The total amount of seizures for 2019 were THREE HUNDRED NINE MILLION NINE HUNDRED TWENTY-SEVEN THOUSAND TWO HUNDRED TWENTY FOUR PESOS (Php 309,927,224.00).

**B. The EID have also amended its Operations Manual which has been the enforcement guidelines of our operatives since 2004. Additional procedures which conform to OMB's existing circulars relative to enforcement were added. It will be submitted to the Legal Services Division for review and to the Board for approval.**



## Number & percentage of Inspection Orders served on optical media establishments acted upon within the prescribed timeframe for 2019

Target in Numbers: **2,400 Inspection Orders**

Accomplishment: **2,563 Inspection Orders**

% of Target Accomplished: **106.79%**

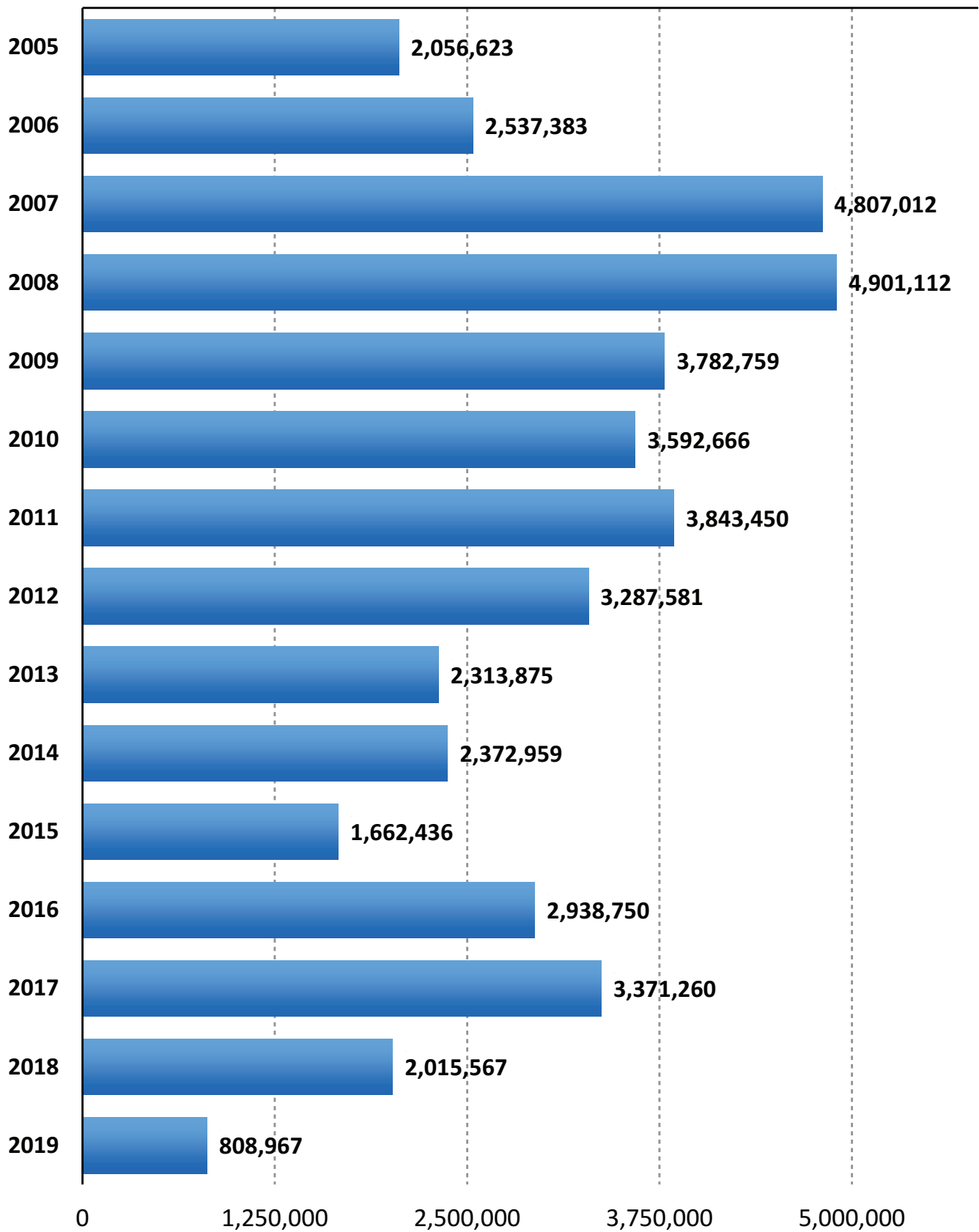
Target Timeliness: **100% accomplished**

Particulars	
Inspection Orders Served	2563
Seized Optical Media Products (in pieces)	808,967
Seized USBs (in pieces)	5,922
Seized MicroSD cards/ SD cards (in pieces)	4,049
Seized Internal Hard Disk Drives (in pieces)	1,636
Seized External Hard Disk Drives (in pieces)	1,695
Estimated Value of Seized Items (in Php)	Php 309,927,224.00

In 2019, OMB saw a significant decrease in the number of seized optical media products compared to 2018. This is mainly attributed to the persistent operations of the OMB and the migration of technology (in piracy) from CDs/DVDs to other media storage devices and the prevalence of free downloading sites in the internet.

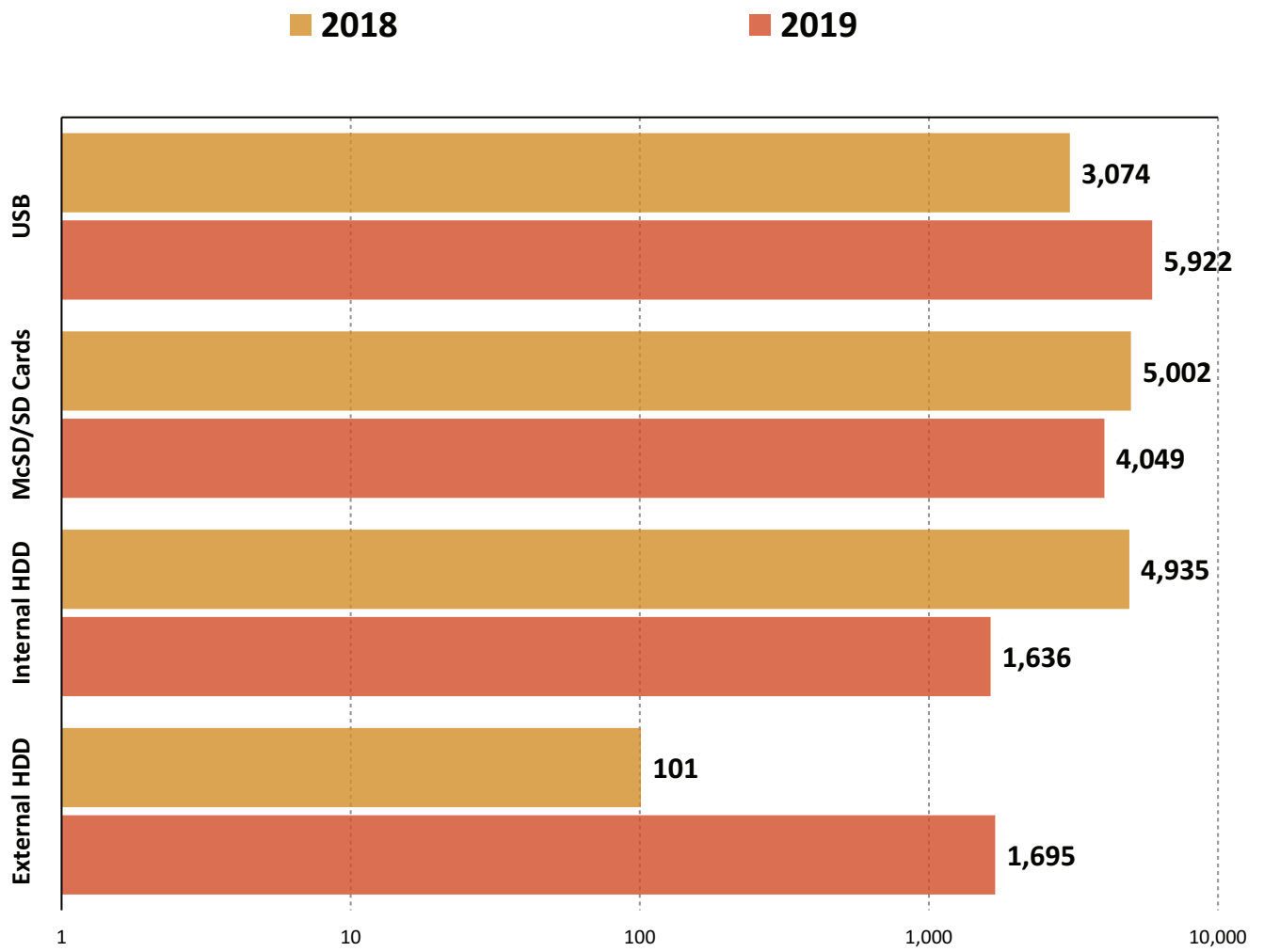
The Enforcement and Investigation Division inspected 34 bus lines reported to have been showing downloaded pirated copies of movies while in transit. The inspections resulted to the confiscation of several USBs containing multiple pirated copies of both Hollywood and Filipino films. Likewise, OMB conducted enforcement operations to identified cable networks, appliance stores, and other public institutions which aside from exhibiting movies illegally, were found in possession of media storage devices also containing pirated copies of different films. OMB has also confiscated computers being used to download pirated content in their clients' USBs, hard drives or SD cards.

## Number of Seized Optical Media Products

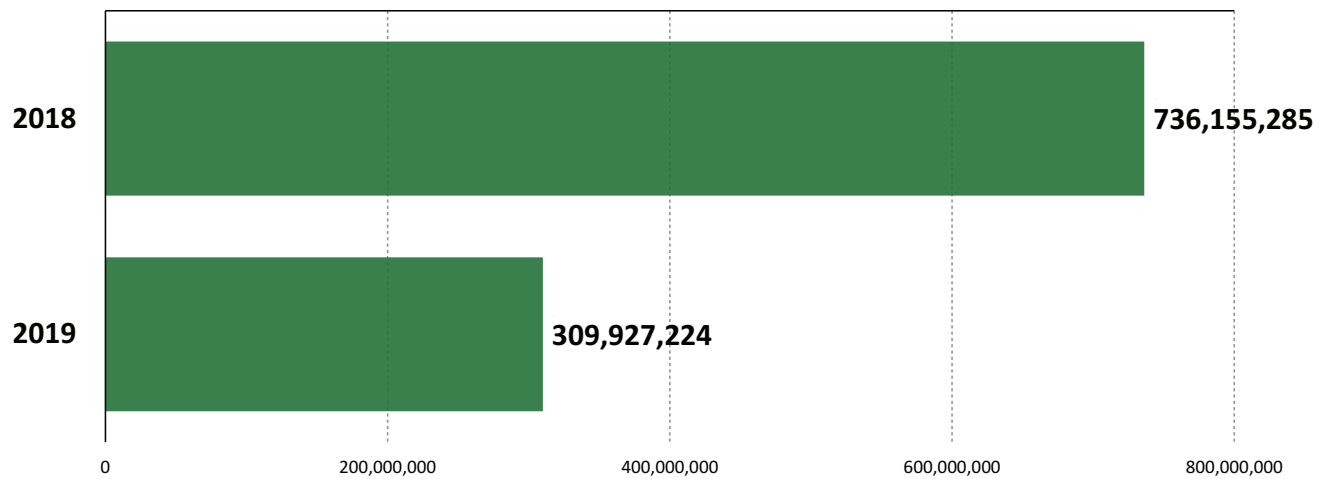


\* pirated CDs, VCDs, and DVDs only

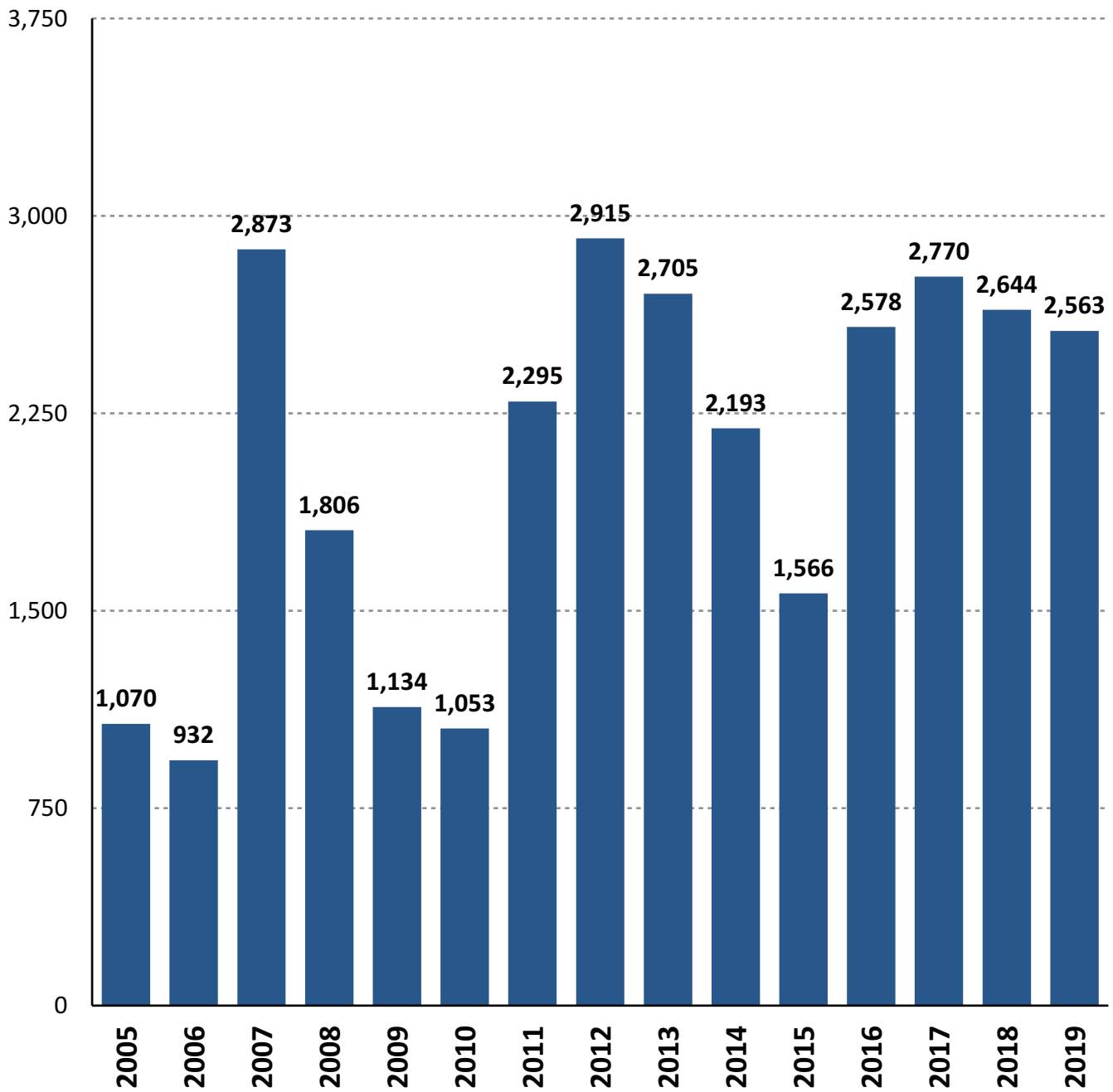
## Number of Seized Media Storage



## Estimated Value of Seized Items



## Number of Inspection Orders Issued

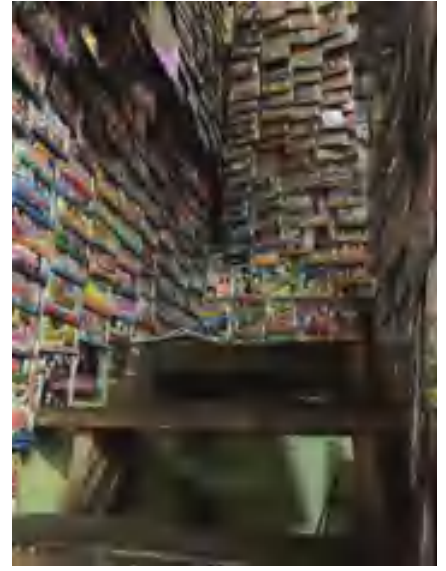


# Enforcement Operations

## Baguio City

January 22-23, 2019

Estimated Value of Confiscated Items: **Php 10,500,000.00**



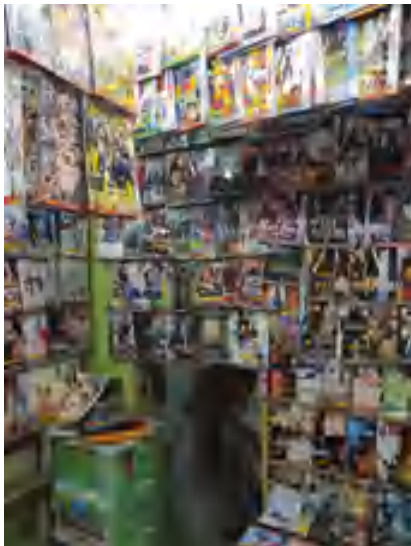


## Cebu City/Mandaue City

January 31-February 1, 2019

Estimated Value of Confiscated Items: **Php 23,520,000.00**

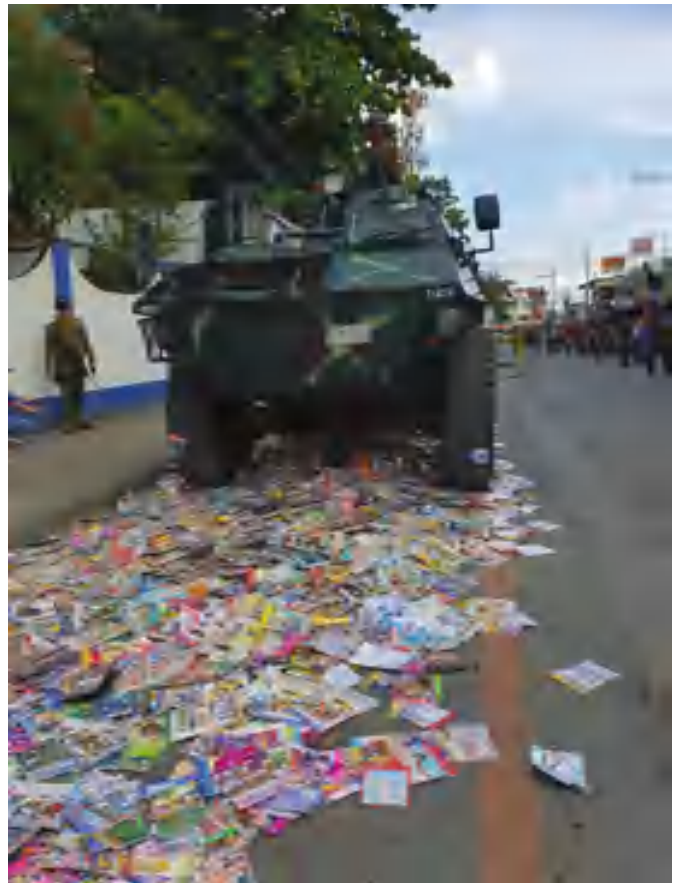
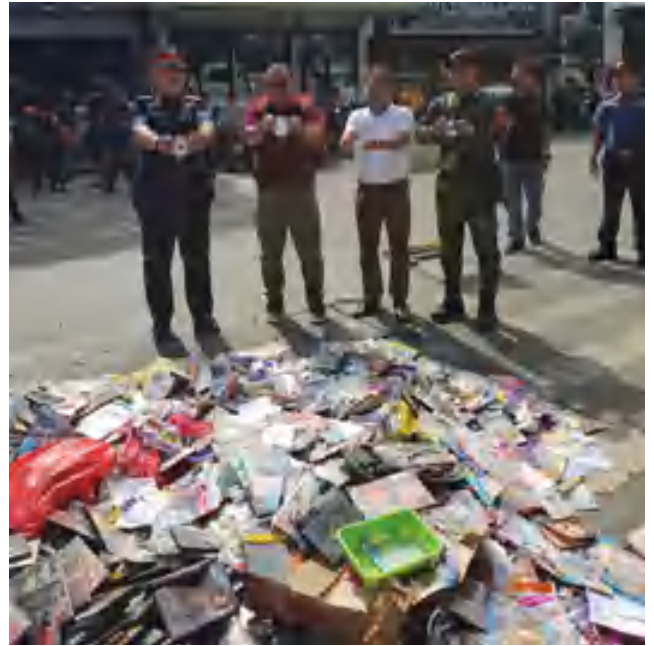
Closure of 5 Establishments engaged in piracy



## Davao City

January 17, 2019

Crushing of counterfeit optical media products seized in Davao City on September 6, 2018  
with an estimated amount of Php 64,000,000.00





## Manila City

February 7, 2019

OMB and NBDB were able to confiscate 17 sacks of various pirated optical media products and materials or approximately 1,700 books



## **Iligan City, Misamis Oriental, Cagayan De Oro**

*March 2019*

400 sacks from Iligan City, 24 sacks from Manticao and Naawan, Misamis Oriental, and 21 sacks from Cagayan de Oro City, or a total of 445 sacks of various pirated materials and equipment with an estimated value of **Php62,300,000.00**





## General Santos City

September 26-27, 2019

266 sacks of various pirated materials with an estimated market value of **P37,240,000.00**





## Legazpi & Daraga City

September 24-25, 2019

45 sacks of optical discs with an estimated street value of P6.3M. Also inspected was a wholesaler of HDDs, and fake branded USBs and SD cards preloaded with copyrighted movies and music, which were also confiscated and valued at over Php 1,100,000.00.



## Pampanga, Tarlac & Pangasinan

September 26, 2019

63 sacks of pirated materials with an estimated value of **P8,820,000.00**



# MILESTONES

## 2016-2018

*“We’re setting a strong foundation for the next three years of progress.”*

-Atty. Anselmo B. Adriano

2016

- Started inspection of unconventional establishments such as hospitals, buses and bookstores;
- Professionalizing the conduct of inspection with OMB officially marked sacks and standardization of the weight approximation of sacks containing seized optical media discs;

2017

- Highest Budget Utility Rate since the creation of OMB at **99%**;
- Highest number of Administrative Cases filed;
- Establishment of satellite offices;
- Inception of the OMB VIP Awards to most compliant clients and best partners/stakeholders;

2018

- First OMB Original Celebrity Ambassador, Mr. Piolo Pascual;
- Release of first infomercial featuring Mr. Piolo Pascual, Romy Vitug and Vehnee Saturno;
- Partnership with National Cinema Association of the Philippines;
- Partnership with Globe Telecom’s #PlayItRight Program;
- Presidential Decree 596 s. 2018 declaring October of every year as National Anti-Piracy Month;
- First OMB Anti-Media Piracy Summit;
- Highest number of volunteers participated in the OMB-MMFF Cinema Monitoring Activities;
- ISO 9005-2015 Certification



No. 35 Scout Limbaga Street, Barangay  
Laging Handa, Quezon City  
Telephone: (+63 2) 7905-1678  
Email: [info@omb.gov.ph](mailto:info@omb.gov.ph)

#### **SATELLITE OFFICE**

##### **NORTH LUZON**

Business One-Stop Shop  
Ground Floor, Baguio City Hall

##### **VISAYAS**

DTI Negosyo Center, Causing-Lozada  
Bldg., Osmeña Blvd., corner  
Lapu-Lapu St., Cebu City

##### **MINDANAO**

DTI Negosyo Center, Door 6-7, Davao  
City Investment Promotion Center,  
Magsaysay Park, Davao City